Customer Expectations

The Project Product

SILESIAN UNIVERSITY
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

Project Management

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Office hours: Wednesday 10-11.30

Feedback, answering any questions, and discussion

1.6 Organizational structure of the project

- 1.6.1. Create a diagram of the organizational structure of the project and identify people on each position:

- Project sponsor:

- Main users of the project:

- Main suppliers:

- Project supervision for suppliers / users / company:

- Project support:

- Project manager:

- Team manager (s):

- Stakeholders of the project:

- 1.6.2. RACI matrix

2.1 Project product name: (this is, for example, the final product, service, innovation, etc.)
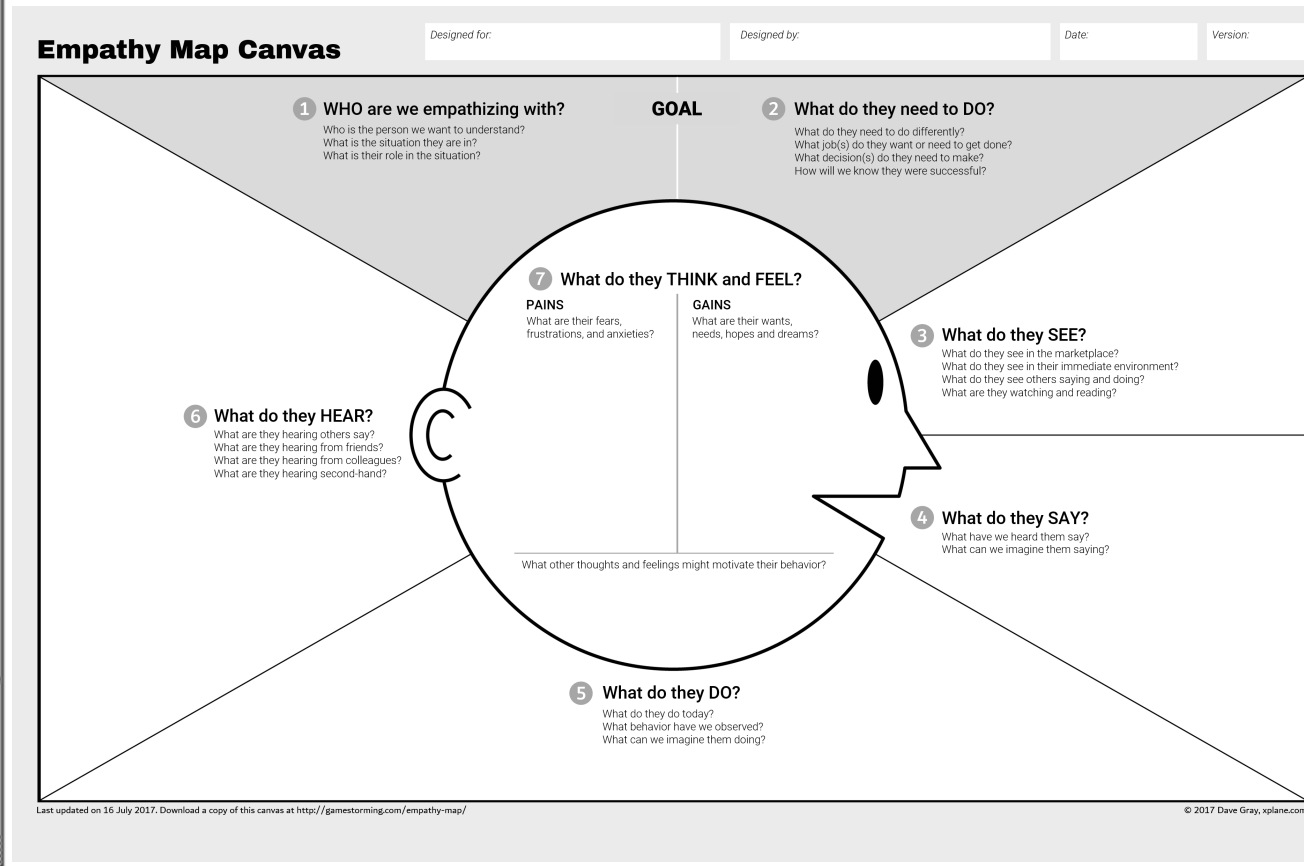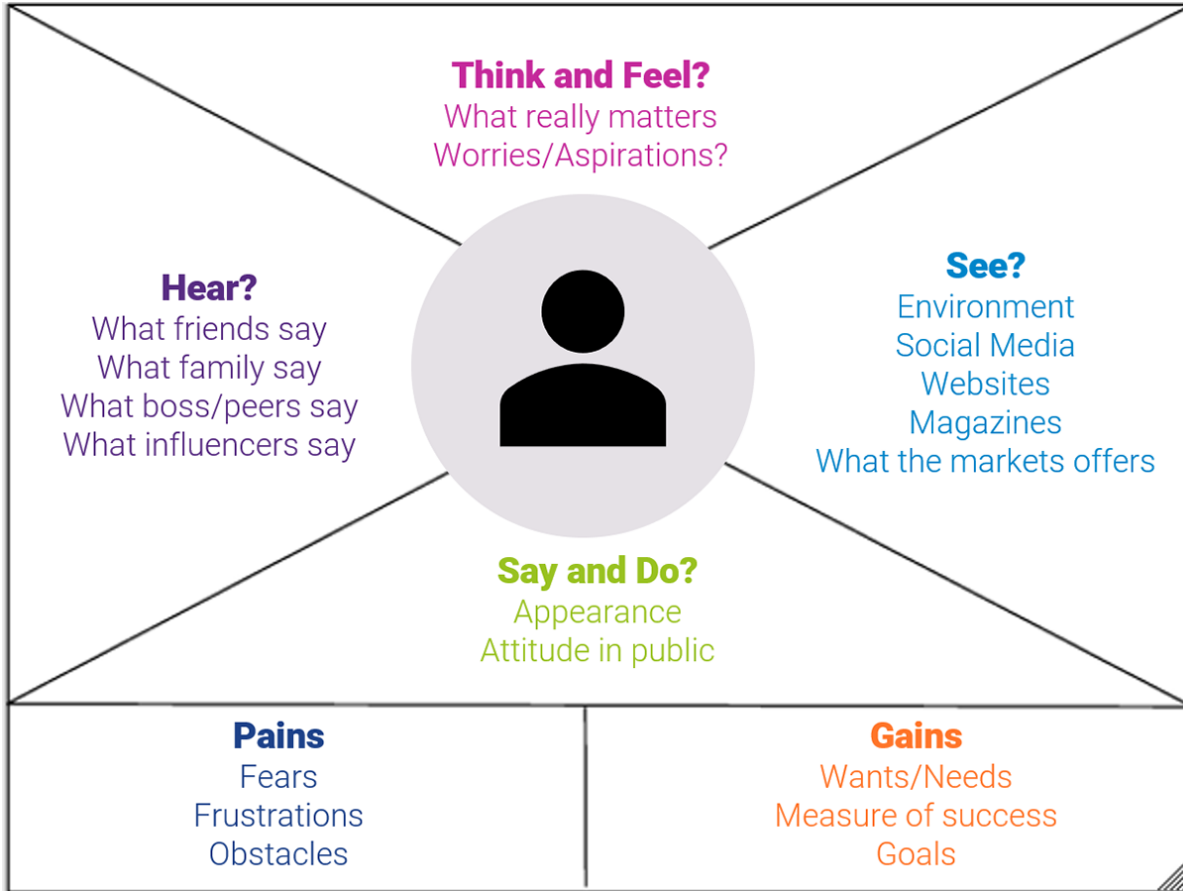
2.2 The purpose of this project product - the purpose that the project product as a whole is to achieve and who will use it.

2.3 Composition - a list of the main products or groups of products to be delivered by the project (e.g. for a car - tires, equipment, model line, etc.)

2.4 Customer expectations for quality - a description of the expected quality of the project product from the user's point of view, including determination of the standard (specific characteristics of product quality, meeting e.g. testing, functionality, time of use, etc.)

- You can use Empathy map to help generate ideas

- You can use: https://web.mindonmap.com/create to create your own map

Group work – Description of the project product (final project output) points 2.4

Empathy Map (left diagram)

Think and Feel?
What really matters
Worries/Aspirations?

Hear?
What friends say
What family say
What boss/peers say
What influencers say

See?
Environment
Social Media
Websites
Magazines
What the markets offers

Say and Do?
Appearance
Attitude in public

Pains
Fears
Frustrations
Obstacles

Gains
Wants/Needs
Measure of success
Goals

Empathy Map Canvas (right diagram)

Designed for: Designed by: Date: Version:

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
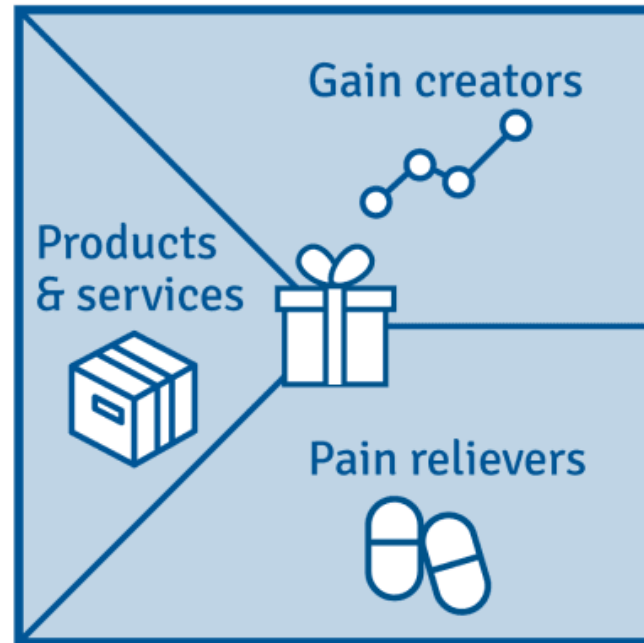What are they watching and reading?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What other thoughts and feelings might motivate their behavior?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Group work – Description of the project product (final project output) points 2.4

Empathy Map Canvas

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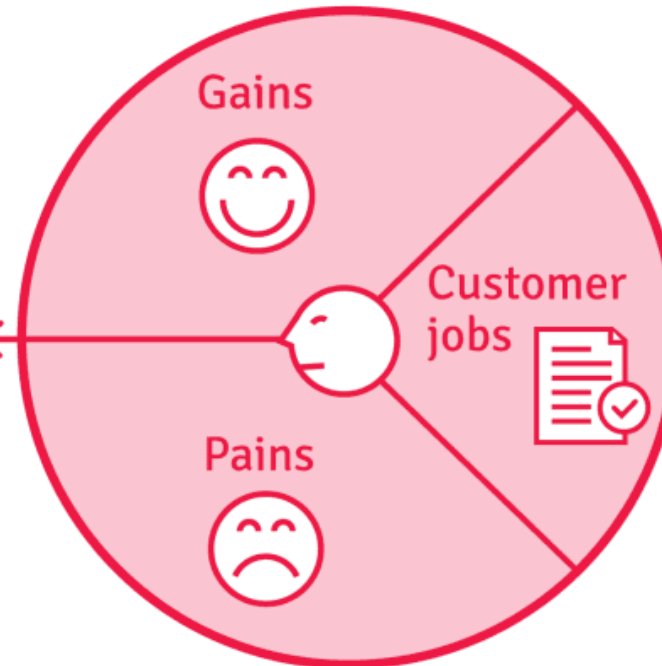
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Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/

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2.5 Acceptance criteria - a prioritized list of measurable criteria to be met in order for the final product of the project to be accepted / accepted.

2.6 Quality tolerances - any tolerances that can be applied to the acceptance criteria

2.7 Responsibility for acceptance - who is responsible for acceptance

2. Description of the project product (final project output)

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Vevox questions