

Project Manager Case Study

INTRODUCTION

The objective of this exercise is to understand your style of planning and executing (ie. managing, controlling, reporting) projects. There are no “right” or “wrong” answers; our goal is to understand your experience, approach and thinking.

ASSUMPTIONS

To simplify any calculations, assume that:

- Default hourly billing rate is \$100/hour
- Standard working week is 40 hours
- Standard working day is 8 hours

INSTRUCTIONS

1. Choose either **Scenario A**, B or C.
2. Complete any 3 out of the 4 **Questions** below, for your chosen Scenario.
3. Complete any optional **Bonus** questions, if you have time.
4. Assemble your answers in a presentation format of your choosing (PPT, Google, etc.)

EVALUATION

Your live presentation to our panel should last no more than one hour, with 15 minutes for Q&A at the end.

We'll be looking at the following:

- Inclusion of all requested elements into presentation
 - Quality of your ideas and rationale behind decisions
 - Presentation skills
 - Q&A session
-

SCENARIOS

SCENARIO A - TRANSIT COMPANY MICROSITE OR LANDING PAGE

A transit company needs a microsite or landing page to celebrate a special anniversary of being in business, providing transit daily to thousands of commuters across the city.

This website will only get one piece of a larger campaign budget, shared with print, production, video, radio and social vendors, also supporting this campaign. Users will be driven to a microsite or landing page, where they will learn about the last few decades of this transit company's existence and a brief look into their plans for the future. Separately from the website, users will be asked to share their ridership stories via applicable social media channels that may be leveraged for the website (a separate initiative by a separate agency, but something to consider).

Objectives:

1. Drive awareness and create excitement for a special milestone, while providing a glimpse into the future of this transit system.
2. Create a microsite or landing page that could eventually be re-purposed for future use once the anniversary has passed, such as a simple corporate site with basic information.

Basic Requirements:

- Website will run for 12 weeks
- Responsive across mobile, tablet and desktop
- Consumers enter by URL advertised on radio, print, etc. or banner ads via media buy
- Solution must be AODA compliant
- Microsite or landing page will be available in both English and French
- Client is interested in the possibility of eventually moving the to an OpenText CMS solution

QUESTIONS

Presented with the chosen Scenario (A, B or C) above, answer 3 of the following:

1. What questions would you ask the client?
2. Write a SOW (Statement of Work) that outlines the scope of the project. What are the key activities/tasks and deliverables/outputs? Make any assumptions that are necessary. Please limit your response to 2-3 pages.

Department	Estimate Scenario A
Creative/Design (2 Revisions)	80 hrs
Development	120 hrs
Quality Assurance	60 hrs

3. The client tests the site post-launch and says that the French site has English error messages and insists that they used to be in French the last time they saw them. The developer tells you that they've always been in English and you are unable to find any French translation or documentation showing they used to be in French. You do not have enough in the (separate) Maintenance budget for this change. How do you proceed?
-

BONUS POINTS! (OPTIONAL)

1. As you are onboarded as the new Project Manager, draft a message introducing yourself to the client. Include your experience, why you came to Nurun and what you are excited to work on.