



# Kickstarting Projects Using AI (And Humans)

A BRIEF HANDBOOK OF AI-DRIVEN APPROACHES TO PROJECT INITIATION



**Thanks for picking up this handbook.** It was crafted with love from a live, interactive session we did in June 2023, where we explored how AI can help get projects kicked off right... and how it can go terribly wrong.

As with all good emerging technologies, things change fast, and I don't expect that all the information in this handbook will age well. But one thread of steel underpinned the entire conversation: AI tools are best used to drive human collaboration, not replace it.

So if you're reading this at a time where AI tools have long since evolved beyond their humble beginnings, hopefully you can treat this as an amusing historical record or cautionary tale to inform your current context.

Warm regards,

**Galen Low**

*Co-Founder of The Digital Project Manager*

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# The Setup

# The Thing About Project Initiation

- It's when we know the least
- There's a lot of time-sensitive things to get done
- Starting off on the wrong foot can be hard to recover from


# The Thing About AI

- We need to wrap our heads around it
- No one has 100% mastered it
- We're all a little bit afraid of it

# The Goal

To explore, test, and refine a few ideas for using AI-driven tools to enhance the way we start projects.

## The Tools

- ChatGPT 
- Miro AI 

## The Topics

- Project Briefing
- Project Kickoffs
- RACI Charts
- Risk Registers

# **AI Best Practices**

# A Few Best Practices

- **DO NOT** put sensitive information into tools like ChatGPT & Bard
- **DO** treat it like a conversation, not a single command.
- **DO NOT** be afraid to be specific.
- **DO** a sense check! Don't expect the results to be 100% accurate and ready-to-ship.

# **The Scenario**

# Let's Pretend...

- You work for an agency
- You specialize in e-commerce websites
- It's only a few months away from a big retail holiday

**You've received the following  
email from a client.**

# The Client Email

Hey,

It's been a while but I thought I'd get in touch because we loved working with you guys last time around. Obviously, one of the recco's to come out of the strategy for growing astonbaby.com was **doing some more PPC** and we've finally got the green light to get going on it.

It's looking like we're going to be running a massive campaign in the run-up to Christmas for the Shaughnessy Shoe. It's basically going to be **a month-long campaign until the 16th December** which is our cut off date for shipping, so that'll definitely be the last day we can run the campaign.

We could drive the traffic straight to the product detail pages but we think we want something a bit more engaging because **I don't think the product detail pages are that great** - do you think???

# The Client Email

Love to know what you think, but for us this is all about maxing out Black Friday and Cyber Monday **driving sales and repeat purchase** and we've got to get people to **increase the number of items in the basket** - so rather than just buying one pair of shoes they buy a couple of pairs or accessories or something else. And we need some solid **tracking so we understand what's converting**.

So I was thinking we could show **a few different options** and some really nice social content in there to keep it fresh, reviews maybe, and we'll need the mailing list signup really visible too. I've got to be totally honest, **we've not sorted out a budget for this yet**, we've actually got no idea how much this might cost to do? Thoughts?!

Let me know what you think? Can you just **send us over some options by the end of the day**?

Thank you!

*p.s. Just a heads up, I'm off on vacation in the second week of October - off to Bali  
yippppppppeeee!*

Rebecca

**USE CASE 1**

# **Creating A Project Brief**

How Might We Use AI Tools To...

**Help us clarify a convoluted client request and create an organized project brief for our team?**



## Project Briefing

# ChatGPT Exploration

## Hypothesis

ChatGPT won't be able to produce a full brief, but it might help me come up with good questions to ask.

## Approach

- Ask ChatGPT to create a brief based on the client email
- Ask it to come up with some clarifying questions
- Ask it to suggest measurable KPIs
- Ask it to suggest a team so I know who to brief



# Project Briefing: ChatGPT Exploration

## The Prompt



I just received the email below from a client. Can you help me create a project brief for my team with details like the objectives, the timelines, the scope, the budget, and the risks?





## The Results

When given the specifics, ChatGPT produced quite a good project brief! It parsed the details, and even flagged areas of risk and ambiguity.

See the full conversation here:

<https://bit.ly/dpm-chatgpt-project-briefing>

 I just received the email below from a client. Can you help me create a project brief for my team with details like the objectives, the timelines, the scope, the budget, and the risks? 

 Project Brief: Aston Baby PPC Campaign for Shaughnessy Shoe Christmas Campaign   

Objective:

The primary objective of the PPC campaign is to maximize sales and repeat purchases during the Black Friday and Cyber Monday periods for astonbaby.com. Additionally, the goal is to encourage customers to increase the number of items in their shopping baskets, promoting the purchase of multiple pairs of shoes, accessories, or other relevant products. The campaign aims to enhance engagement, track conversions effectively, and expand the mailing list.

Timeline:

The campaign will run for a month, starting immediately and concluding on December 16th, which is the cutoff date for shipping. The last day to run the campaign will be December 16th.

Scope:

1. Landing Pages: Develop visually engaging landing pages that highlight the Shaughnessy Shoe, featuring vibrant imagery, interactive content, and compelling copy.
2. Engaging Content: Create social media content to maintain campaign freshness, such as teasers, product highlights, user-generated content, and promotions.
3. Customer Reviews: Incorporate customer reviews and testimonials to build trust and influence purchase decisions.



# Project Briefing: ChatGPT Exploration

## The Prompt


Thanks! What questions should I ask to clarify the project objectives and make them more measurable?


## The Results




ChatGPT generated a lot of the questions that I would normally advise people to ask such as specific sales targets, expected increases, and engagement metrics. Some of them aren't quite relevant and could be removed. And I'd add some about past campaign performance.

See the full conversation here:

<https://bit.ly/dpm-chatgpt-project-briefing>


 Thanks! What questions should I ask to clarify the project objectives and make them more measurable?

 To clarify the project objectives and make them more measurable, consider asking the following questions:



1. What specific sales targets do we aim to achieve during the campaign period? (e.g., revenue, units sold, average order value)
2. How much increase in repeat purchases do we expect to achieve compared to previous campaigns or periods?
3. What is the desired percentage increase in the number of items per shopping basket? Are there specific targets for accessories or additional products?
4. How do we define and measure engagement? Are there specific metrics or key performance indicators (KPIs) we should focus on, such as click-through rates, conversion rates, or time spent on the website?
5. What is the target growth rate for the mailing list signup? Are there specific numbers or percentages we want to achieve?
6. How do we plan to track conversions and measure campaign effectiveness? Are there specific tracking tools or analytics platforms we should utilize?
7. Are there any benchmarks or past campaign data that we can use to set realistic and measurable targets for this campaign?
8. Are there any specific customer segments or target demographics we should prioritize in our campaign efforts?
9. Are there any geographical considerations or specific regions we should focus on for the campaign?
10. How will success be evaluated? What are the key indicators that will determine the effectiveness of the campaign?

These questions will help you gather the necessary information to define clear and measurable objectives, ensuring that the success of the PPC campaign can be properly assessed.

 Regenerate response



# Project Briefing: ChatGPT Exploration

## The Prompt


Great! What are some other KPIs for e-commerce website projects that I can suggest to the client as a measure of campaign success?


## The Results

ChatGPT proposed some good KPIs like Customer Lifetime Value and Return on Ad Spend that, at the very least, would prompt some interesting conversation with the client.

See the full conversation here:


<https://bit.ly/dpm-chatgpt-project-briefing>

 Great! What are some other KPIs for e-commerce website projects that I can suggest to the client as a measure of campaign success?

 In addition to the primary objectives mentioned earlier, here are some other key performance indicators (KPIs) for e-commerce website projects that you can suggest to the client as measures of campaign success:

1. Conversion Rate: The percentage of website visitors who complete a desired action, such as making a purchase, signing up for a newsletter, or submitting a form.
2. Average Order Value (AOV): The average value of each transaction or order placed on the website, indicating the effectiveness of cross-selling or upselling strategies.
3. Customer Lifetime Value (CLV): The predicted net profit attributed to the entire relationship with a customer over their lifetime, providing insights into customer retention and loyalty.
4. Return on Ad Spend (ROAS): The revenue generated from advertising campaigns divided by the total advertising spend, indicating the effectiveness and profitability of PPC efforts.
5. Customer Acquisition Cost (CAC): The cost incurred to acquire a new customer, considering advertising, marketing, and sales expenses, providing insights into campaign efficiency.
6. Website Traffic: The total number of visitors to the website, including new and returning visitors, indicating the effectiveness of attracting and retaining audience attention.
7. Bounce Rate: The percentage of visitors who leave the website after viewing only one page, indicating the relevance and engagement level of the landing pages.
8. Customer Engagement: Metrics such as time spent on the website, pages per session, or interactions with specific content or features, reflecting the level of engagement and interest.
9. Cart Abandonment Rate: The percentage of visitors who add items to their shopping cart but leave the website without completing the purchase, highlighting potential friction points in the conversion process.
10. Customer Satisfaction: Measures such as customer reviews, ratings, or Net Promoter Score (NPS) reflecting overall customer satisfaction and brand perception.

Suggesting these additional KPIs will provide a comprehensive evaluation of the campaign's impact on various aspects of the e-commerce website and help assess its overall success.

 Regenerate response



# Project Briefing: ChatGPT Exploration

## The Prompt


What kind of team members will I need to execute a project like this? Can you give me a few examples based on typical teams in a digital agency?


## The Results

This response blew me away. I may not have all these individuals on staff, but I like that it described each role so I could understand the responsibilities and start resourcing the project.


See the full conversation here:

<https://bit.ly/dpm-chatgpt-project-briefing>

 What kind of team members will I need to execute a project like this? Can you give me a few examples based on typical teams in a digital agency?

 To execute a project like the Aston Baby PPC campaign, you would typically need the following team members with their respective roles and responsibilities in a digital agency:

1. Project Manager: Oversees the entire campaign, ensures coordination among team members, sets timelines, manages budgets, and serves as the main point of contact for the client.
2. PPC Specialist: Manages the PPC campaign strategy and execution, conducts keyword research, creates and optimizes ad campaigns, monitors performance, adjusts bids, and tracks conversions.
3. Copywriter: Creates compelling and persuasive copy for landing pages, social media content, ad campaigns, and other marketing materials to engage the target audience and drive conversions.
4. Graphic Designer: Designs visually appealing and on-brand assets for the campaign, including landing page layouts, social media graphics, display ads, and other visual elements to enhance engagement and aesthetics.
5. Web Developer: Implements technical aspects of the campaign, such as setting up tracking codes, optimizing landing pages for performance and user experience, ensuring compatibility across devices, and handling any required website modifications.
6. Social Media Specialist: Develops and manages the social media content strategy, creates engaging posts, schedules and publishes content, interacts with the audience, monitors social media metrics, and adapts the strategy based on performance insights.
7. Conversion Rate Optimization (CRO) Specialist: Focuses on optimizing the user experience and improving conversion rates by conducting A/B testing, analyzing website data, making data-driven recommendations, and implementing conversion rate optimization strategies.
8. Analytics Specialist: Handles data analysis and provides insights on campaign performance, tracks key metrics, creates reports, identifies trends, and suggests optimizations based on data-driven findings.
9. SEO Specialist: Ensures the campaign aligns with SEO best practices, conducts keyword research, optimizes website elements for search engines, monitors organic rankings, and provides recommendations to improve organic traffic.

 Regenerate response



## Project Briefing

# Miro AI Exploration

## Hypothesis

Miro AI can create an outline for a project brief, suggest KPIs, and suggest team members in a format that can be used to foster collaboration.

## Approach

- Ask Miro AI to suggest an outline for a project brief as a mindmap
- Ask Miro AI to suggest KPIs
- Ask Miro AI to suggest a team so I know who to brief



# Project Briefing: Miro AI Exploration

## The Prompt (using MindMap)

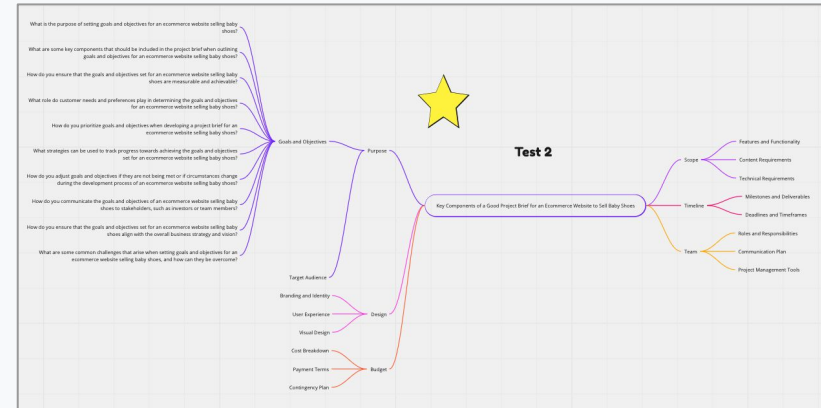
Key Components of a Good Project Brief for an Ecommerce Website to Sell Baby Shoes

## The Results

Miro AI produced a solid mindmap outline as a starting point for collaboration. We hadn't fed it specifics, so the output is a bit generic, but it's still a good foundation to discuss with the client and team.

See the full output here:

<https://bit.ly/dpm-miro-ai-project-briefing2>





# Project Briefing: Miro AI Exploration

## The Prompt (using Stickies)

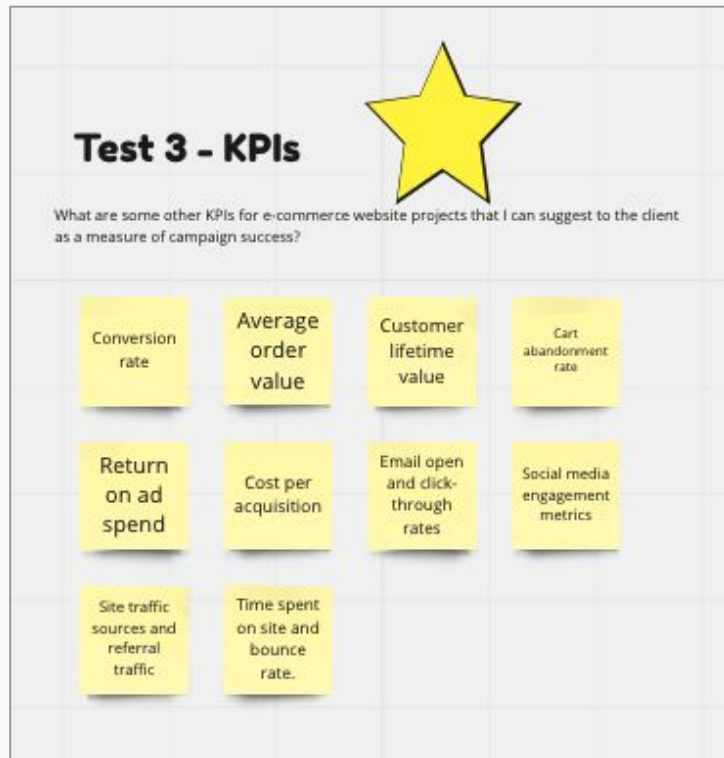
What are some other KPIs for e-commerce website projects that I can suggest to the client as a measure of campaign success?

## The Results

Again, we weren't hyper-specific, but there are a lot of good KPIs here similar to those returned in our ChatGPT exploration. The benefit here is that it's already in a context where collaborators can start discussing, adding, removing, prioritizing, etc.

See the full output here:

<https://bit.ly/dpm-miro-ai-kpis2>





# Project Briefing: Miro AI Exploration

## The Prompt (using Stickies)

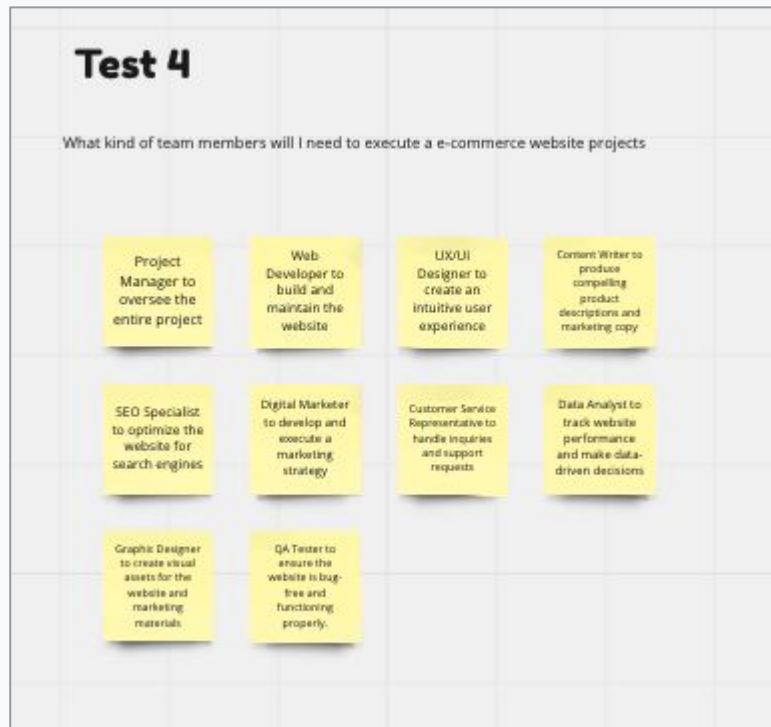
What kind of team members will I need to execute an e-commerce website project?

## The Results

The team shape suggested by Miro AI is quite a realistic recommendation for most digital agencies. For organizations with more specialized roles, they can be added in collaboratively when planning the project. Also, having the team as stickies is awesome for attaching it to other collaborative planning...

See the full output here:

<https://bit.ly/dpm-miro-ai-resourcing2>



## **USE CASE 2**

# **Planning A Kickoff Meeting**

How Might We Use AI Tools To...

**Help us organize and  
orchestrate a productive  
project kickoff meeting?**



## Project Kickoff

# ChatGPT Exploration

## Hypothesis

ChatGPT might be faster at finding a good date/time for cross-timezone meetings and could perhaps suggest an agenda and other kickoff assets, but all will likely need tweaking.

## Approach

- Give ChatGPT four timezones and ask it to suggest a viable meeting time
- Ask ChatGPT to create a meeting agenda for the kickoff
- Ask ChatGPT to create a vision statement for the project to get people inspired



# Project Kickoff: ChatGPT Exploration

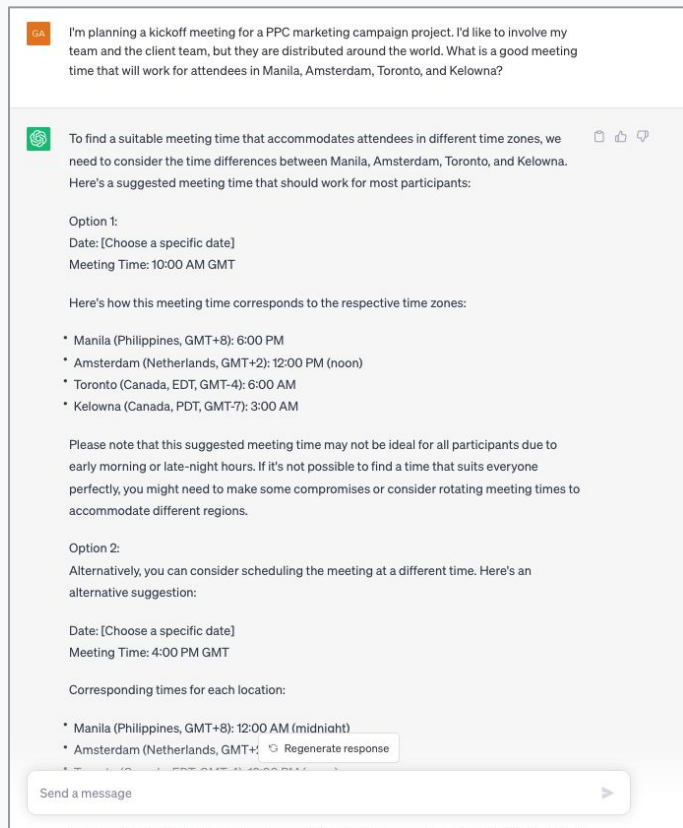
## The Prompt

I'm planning a kickoff meeting for a PPC marketing campaign project. I'd like to involve my team and the client team, but they are distributed around the world. What is a good meeting time that will work for attendees in Amsterdam, New York, and Kelowna?

## The Results

The commentary on the time zones was a nice surprise! Overall, I might still use TimeAndDate.com's International Meeting Planner in terms of speed and tweakability, but the suggestions from ChatGPT were definitely helpful.

See the full conversation here:  
<https://bit.ly/dpm-chatgpt-kickoffs>





# Project Kickoff: ChatGPT Exploration

## The Prompt

Thanks! Could you help me create a 90-minute meeting agenda that covers introductions, project background, project goals, project scope, project timeline, the project budget, how we'll work together, and next steps?

## The Results

I know I was quite specific in my prompt, but I was impressed with the additional details within each agenda item. I would feel comfortable vetting this and having one of my PMs lead the meeting using this as a guide.

See the full conversation here:

<https://bit.ly/dpm-chatgpt-kickoffs>

GA

Thanks! Could you help me create a 60-minute meeting agenda that covers introductions, project background, project goals, project scope, project timeline, the project budget, how we'll work together, and next steps?

Certainly! Here's a suggested agenda for your 60-minute kickoff meeting:

Meeting Agenda:  
Duration: 60 minutes

1. Introductions (5 minutes)
  - Welcome and introductions of all participants.
  - Provide a brief overview of each participant's role and responsibilities.
2. Project Background (5 minutes)
  - Recap the context and reasons for initiating the PPC marketing campaign.
  - Briefly discuss any relevant information about the client's business and industry.
3. Project Goals (10 minutes)
  - Present the specific goals and objectives of the PPC marketing campaign.
  - Discuss the desired outcomes and key performance indicators (KPIs) to measure success.
  - Allow time for questions and clarification.
4. Project Scope (10 minutes)
  - Outline the scope of the PPC marketing campaign.
  - Discuss the targeted platforms, regions, demographics, and any specific deliverables.
  - Address any constraints or limitations that may impact the project scope.
5. Project Timeline (10 minutes)
  - Present the high-level timeline for the PPC marketing campaign.
  - Discuss key milestones, such as campaign launch, optimization phases, and reporting periods.
  - Mention any dependencies or critical deadlines.
6. Project Budget (5 minutes)
  - Provide an overview of the project budget.
  - Discuss the allocated budget for the campaign, including ad spend, tools, and resources.
  - Address any budgetary considerations or uncertainties.

**For reference, here is what we'd normally suggest for a kickoff meeting agenda:**

# Sample Project Client Kickoff Meeting Agenda

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## Introductions



## Project Background



## Project Briefing



## Success



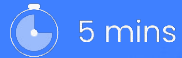
## Project Management



## Any Other Business



## Next Steps





# Project Kickoff: ChatGPT Exploration

## The Prompt

Can you create an inspiring vision statement for my baby shoe ecommerce website redesign project in the style of a Quentin Tarantino movie? Our goals are to increase sales, increase repeat shopping visits, and increase the average basket size of each transaction. The brand is Aston Baby, and their mission is to create comfortable, high-quality footwear for kids that can be passed down 3 or more times.

## The Results

Not quite a vision statement, but I think the results speak for themselves!

See the full conversation here:

<https://bit.ly/dpm-chatgpt-kickoffs>

GA

Can you create an inspiring vision statement for my baby shoe ecommerce website redesign project in the style of a Quentin Tarantino movie? Our goals are to increase sales, increase repeat shopping visits, and increase the average basket size of each transaction. The brand is Aston Baby, and their mission is to create comfortable, high-quality footwear for kids that can be passed down 3 or more times.

[Scene opens with a dramatic shot of a pair of tiny, pristine baby shoes, bathed in golden light. The camera slowly pans up, revealing the logo of Aston Baby.]

Voiceover (Quentin Tarantino-style narration):  
"In a world where tiny feet traverse the untrodden paths of imagination, where every step holds the promise of a journey, and where comfort and style embrace in a dance of timeless elegance... One brand dares to reshape the destiny of baby shoe e-commerce..."

[Cut to a montage of children happily exploring their surroundings, their Aston Baby shoes gleaming with every adventurous step.]

Voiceover:  
"Aston Baby, a name whispered in awe, an icon of craftsmanship, quality, and durability. They don't just make shoes; they create legacies that endure the test of time."

[The screen transitions to an energetic, stylish sequence showcasing Aston Baby's shoes in different vibrant colors and designs, set against a backdrop of fashion-forward parents and delighted children.]

Voiceover:  
"Now, the stage is set for a revolution! Prepare to witness a metamorphosis that will ignite sales like never before, beckoning customers to embark on a journey of unparalleled retail experiences."

[The scene transitions to show a computer screen with a redesigned Aston Baby website, featuring captivating visuals, seamless navigation, and personalized shopping experiences.]

Voiceover:

Regenerate response

"Step into a world where Aston Baby's online portal becomes a gateway to dreams. A virtual



## Project Kickoff

# Miro AI Exploration

## Hypothesis

Miro AI can give us a solid starting point to collaborate on a meeting agenda. It might even be able to help us get aligned on scope.

## Approach

- Ask Miro AI to suggest an agenda for a kickoff meeting
- Ask Miro AI to generate initial user stories that can be ported into Jira



# Project Kickoff: Miro AI Exploration

## The Prompt (using Stickies)

What should I include in a project kickoff meeting agenda for an ecommerce website redesign project?

## The Results

Miro AI generated some pretty handy topics that went above and beyond the standard kickoff template. The results may have been even better if we used a mind map, so that it's not just an agenda but a working canvas as well!

See the full output here:

<https://bit.ly/dpm-miro-ai-kickoff>





# Project Kickoff: ChatGPT Exploration

## The Prompt (using Stickies)

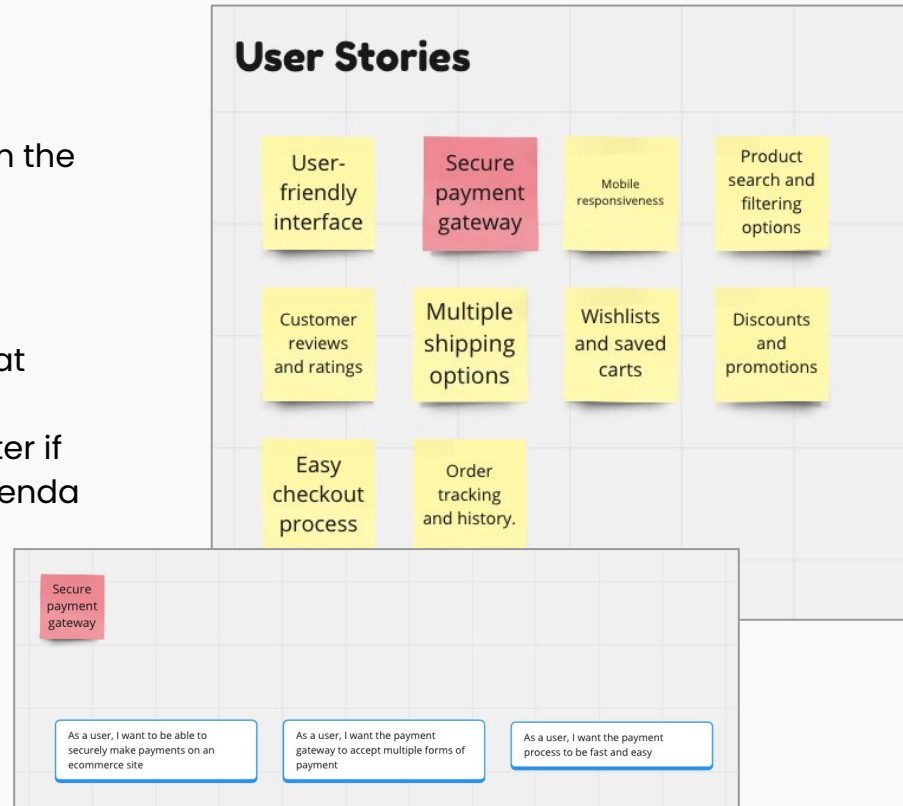
What are some typical features that might form the scope of an ecommerce website project?

## The Results

Miro AI generated some pretty handy topics that went above and beyond the standard kickoff template. The results may have been even better if we used a mind map, so that it's not just an agenda but a working canvas as well!

See the full output here:

<https://bit.ly/dpm-miro-ai-user-stories>



## **USE CASE 3**

# **Creating A RACI Chart**

How Might We Use AI Tools To...

**Help us define roles and responsibilities at the outset of our project?**



Project RACI

# ChatGPT Exploration

## Hypothesis

ChatGPT probably won't be able to create a full-blown RACI chart, but it might be good at making suggestions for creating one.

## Approach

- Ask ChatGPT to create a RACI chart for a typical website redesign project
- Ask ChatGPT to incorporate the names of real team members based on a list I provide



# Project RACI: ChatGPT Exploration

## The Prompt

Can you help me create a RACI chart showing what roles are responsible, accountable, consulted, and informed for common tasks in a typical website redesign project?

## The Results

ChatGPT understood that what I was looking for was a table format, and it produced a pretty decent starting point for a RACI in terms of roles. I'd then add more detail to the tasks by discussion with my team.

*(Note: this output might have been better if I used the same conversation as the Project Briefing use case.)*

See the full conversation here:  
<https://bit.ly/dpm-chatgpt-raci>



Can you help me create a RACI chart showing what roles are responsible, accountable, consulted, and informed for common tasks in a typical website redesign project?



Certainly! I can help you create a RACI chart for a typical website redesign project. Here's a sample RACI chart outlining the roles and their responsibilities:



Task: Website Redesign Project

Task/Role	Responsible	Accountable	Consulted	Informed
Project Planning	Project Manager	Project Manager	Designer, Developer, Content Writer	Stakeholders
User Research	UX Researcher	UX Researcher	Designer, Project Manager	Stakeholders
Wireframing	UX Designer	UX Designer	Project Manager, Developer	Stakeholders
Visual Design	Graphic Designer	Graphic Designer	UX Designer, Project Manager	Stakeholders
Content Creation	Content Writer	Content Writer	Project Manager, Designer	Stakeholders
Development	Developer	Developer	Project Manager, UX Designer	Stakeholders
Testing	QA Tester	QA Tester	Developer, UX Designer	Stakeholders
Deployment	Developer	Developer	Project Manager, QA Tester	Stakeholders
Post-launch Analysis	Project Manager	Project Manager	UX Designer, Developer	Stakeholders

Please note that this is just a sample chart, and the specific roles and responsibilities may vary based on your project's needs and team structure. Feel free to modify it according to your requirements.

🔄 Regenerate response

Let me know if you need any further



# Project RACI: ChatGPT Exploration

## The Prompt

Thanks! Would you be able to update the RACI chart based on the team member names and roles below?

## The Results

ChatGPT continued the conversation, catching the fact that I had forgotten to paste the names, and then accurately mapping them to the previous RACI output. I later tried copying and pasting this into Google Sheets, and it worked pretty well! The only thing I would ask it to change is that I prefer to have names as the column headers and then R-A-C-I (and A/R) as the values for each responsibility's row.

See the full conversation here:  
<https://bit.ly/dpm-chatgpt-raci>

GA Thanks! Would you be able to update the RACI chart based on the team member names and roles below?

Of course! Please provide me with the team member names and their roles, and I'll update the RACI chart accordingly.

GA Rebecca - project sponsor  
Reza N - account manager  
Annie M - project manager  
Carrie F - UX researcher  
Aldona K - UX designer  
Sabine W - graphic designer  
Heath T - developer  
Terry E - content writer  
Sam X - QA tester

Thank you for providing the team member names and roles. Here's an updated RACI chart for the website redesign project:

Task: Website Redesign Project

Task/Role	Responsible	Accountable	Consulted	Informed
Project Planning	Rebecca	Annie M	Carrie F, Aldona K, Sabine W	Reza N
User Research	Carrie F	Carrie F	Aldona K, Annie M	Rebecca, Reza N
Wireframing	Aldona K	Aldona K	Annie M, Heath T	Rebecca, Reza N
Visual Design	Sabine W	Sabine W	Aldona K, Annie M	Rebecca, Reza N
Content Creation	Terry E	<a href="#">Regenerate response</a>	Sabine W	Rebecca, Reza

## **USE CASE 4**

# **Creating A Risk Register**

How Might We Use AI Tools To...

**Help us identify and start  
developing response  
strategies for project risks  
early on in our projects?**



## Project Risks

# ChatGPT Exploration

## Hypothesis

ChatGPT can help us in the risk identification process early in a project by supplying some generic risks for this type of engagement.

## Approach

- Ask ChatGPT to suggest some typical risks for an e-commerce website redesign project
- Ask ChatGPT to suggest some risks inherent in the digital agency business model that we should keep front-of-mind



# Project Risks: ChatGPT Exploration


## The Prompt


What are some common high-severity risks associated with delivering a fast-paced e-commerce website redesign project from a project management perspective?

## The Results

No big surprises here in terms of generic risks, but I do appreciate the suggestions for mitigating the risks. I would expect that providing more detail would yield more specific results that could be entered into a risk register. But even still, these are good categories to begin a conversation with your stakeholders about risk.

See the full conversation here:  
<https://bit.ly/dpm-chatgpt-risks>


 What are some common high-severity risks associated with delivering a fast-paced e-commerce website redesign project from a project management perspective?

 From a project management perspective, delivering a fast-paced e-commerce website redesign project can involve specific high-severity risks. Here are a few common ones:

- 1. Scope Creep: The fast-paced nature of the project may lead to frequent changes in requirements, resulting in scope creep. This can strain resources, affect timelines, and compromise the overall project quality.
- 2. Inadequate Planning: Due to the urgency, there might be a tendency to skip or minimize the planning phase. This can lead to insufficiently defined project goals, unclear roles and responsibilities, and inadequate resource allocation, causing delays or misalignment.
- 3. Communication Breakdown: The fast pace can hinder effective communication among project team members, stakeholders, and clients. Miscommunication or lack of timely information sharing can lead to misunderstandings, errors, and rework.
- 4. Resource Constraints: Urgent redesign projects may face limitations in terms of available resources, including human resources, budget, and technology. Insufficient resources can impact the quality of work, project timelines, and stakeholder satisfaction.
- 5. Quality Compromise: When working under tight deadlines, there is a risk of compromising quality assurance processes, such as thorough testing, reviews, and feedback cycles. This can result in undetected defects, usability issues, or poor user experience.

To mitigate these risks, it's essential to adopt proactive project management strategies:

- 1. Clearly define project goals, scope, and deliverables upfront, ensuring alignment with stakeholders.
- 2. Invest time in thorough planning, including realistic timelines, resource allocation, and risk management strategies.
- 3. Establish effective communication channels and ensure regular updates and collaboration among team members, stakeholders, and clients.
- 4. Prioritize quality assurance and testing efforts, even under tight schedules, to minimize the chances of critical issues going u

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# Project Risks: ChatGPT Exploration

## The Prompt


What are some common business risks for a digital agency when delivering a fast-paced e-commerce website redesign project for a client?


## The Results

Like the previous results, this prompt delivered generic risk categories and risk response strategies. I did appreciate the call-out of client expectations, talent availability, and legal / compliance issues. All of those things should be front-of-mind in the agency world.

See the full conversation here:

<https://bit.ly/dpm-chatgpt-risks>

 What are some common business risks for a digital agency when delivering a fast-paced e-commerce website redesign project for a client?

 When delivering a fast-paced e-commerce website redesign project, digital agencies can face various business risks. Here are some common ones:

1. Client Expectations: Fast-paced projects often come with heightened client expectations for quick turnaround times and flawless execution. Failing to meet these expectations can lead to dissatisfaction, strained client relationships, and potential loss of business.
2. Resource Management: Fast-paced projects require efficient allocation and management of resources, including skilled staff, technology, and infrastructure. Inadequate resource planning can result in overburdened teams, quality compromises, and project delays.
3. Budget Constraints: Fast-paced projects may have tight budgets, leaving limited room for unexpected challenges or additional requirements. Failure to manage costs effectively can lead to financial strain, reduced profitability, or potential losses for the agency.
4. Talent Availability: Finding and retaining skilled professionals within a short timeframe can be challenging. The agency may face difficulties in assembling a capable team, leading to potential skill gaps, increased workload on existing employees, or reliance on external contractors.
5. Reputational Risks: Speedy project delivery without adequate quality control measures can expose the agency to reputational risks. If the website redesign falls short of expectations, it may impact the agency's credibility, client referrals, and potential future projects.
6. Legal and Compliance Issues: Rushing through the project may increase the likelihood of overlooking legal and compliance requirements, such as data protection regulations or accessibility standards. Non-compliance can result in legal disputes, financial penalties, and damage to the agency's reputation.

To mitigate these risks, digital agencies should consider the following:

1. Clear Communication: Set realistic expectations with clients about project timelines, potential limitations, and trade-offs involved in a fast-paced project. Maintain open lines of communication throughout the process to manage expectations effectively.
2. Resource Planning: Assess resou

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g with trusted partners or

# Conclusions

# What We Learned

While it's hard to draw any firm conclusions in a 60-minute session, here are the key takeaways from our session:

- It's probably best if you can use an AI in the tool where your work will live so that you don't need to copy and paste across tools.
- Tools like Miro AI can create visual canvases that allow team members to easily jump in and start collaborating.
- Tools like ChatGPT are good at advising and creating a starting point for an asset.
- Tools like Bing AI that have can be addressed verbally can be a great on-the-fly advisor when you're out for a walk or driving to work.
- Instead of using separate conversations, it's probably better to consolidate into one conversation that benefits from the previous information provided to the tool.

# **About The DPM School**

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If you're interested in getting more involved in the DPM community or have any questions, please get in touch!

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