

Navigating Growth: Tracking WiseApp Success

Executive Summary

The WiseApp Metrics Tracking project enhances data-driven decisions through comprehensive metrics integration, fostering strategic growth over three months.

Project Manager	Maggie McDonald
Lead Dev	Devin Martins
Date of Initiation	01 Apr 2024
Due date	05 Jul 2024

Key Objectives: Establish a Comprehensive Metrics Framework aligned with strategic objectives. Implement Robust Tracking Infrastructure for seamless data collection. Enable Data-Driven Decision Making through intuitive dashboards and actionable insights.

Description

The WiseApp Metrics Tracking Implementation project is a strategic endeavor aimed at embedding sophisticated metrics tracking functionalities within the WiseApp platform. This initiative stands as a cornerstone for fostering data-driven decision-making processes and propelling strategic growth initiatives forward. Over the course of three months, the project will meticulously unfold, dedicating its efforts to delineating key metrics, seamlessly integrating advanced tracking tools, establishing robust data collection systems, and delving deep into the analysis of gleaned insights. Through this concerted effort, WiseApp endeavors to not only enhance its analytical capabilities but also to leverage data as a guiding force in steering its trajectory towards sustained success and innovation within the competitive landscape of digital platforms.

Goal

To implement comprehensive metrics tracking within WiseApp, enabling data-driven decision-making and facilitating strategic growth initiatives.

Scope

The project scope includes:

- Defining key metrics aligned with WiseApp's objectives.
- Integrating selected tracking tools into WiseApp's infrastructure.
- Setting up systems for data collection and ensuring data accuracy.
- Developing dashboards for data visualization and analysis.
- Implementing iterative improvements based on insights gained.

Objectives

1. Establish a Comprehensive Metrics Framework

- Define key performance indicators (KPIs) and metrics aligned with WiseApp's strategic objectives.
- Develop a framework for tracking and measuring user engagement, retention, and app performance.
- Ensure clarity and consistency in metric definitions to facilitate accurate data collection and analysis.

2. Implement Robust Tracking Infrastructure

- Integrate selected tracking tools and analytics platforms into WiseApp's backend infrastructure.
- Configure tracking mechanisms to capture relevant user interactions, events, and data points.
- Ensure seamless data flow and compatibility between different tracking systems for holistic data collection.

3. Enable Data-Driven Decision Making

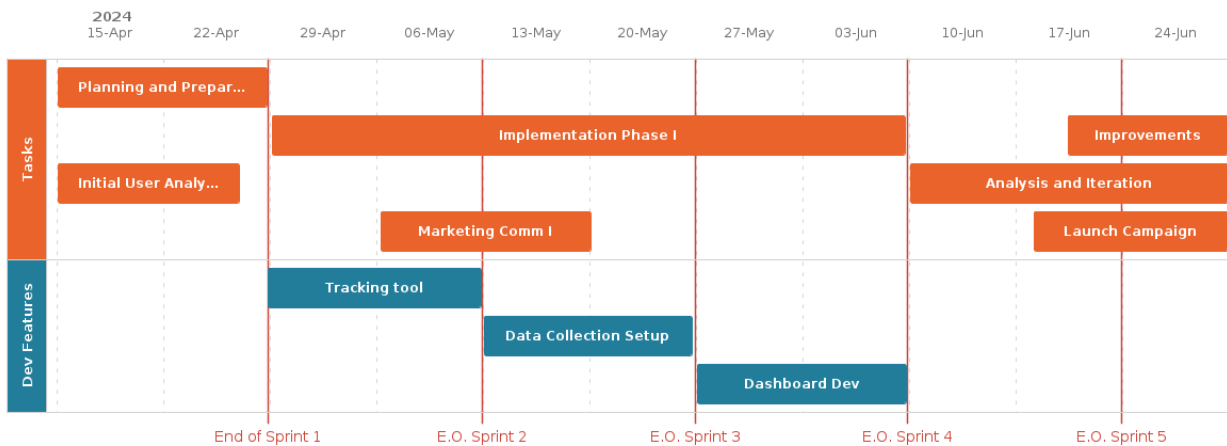
- Develop intuitive dashboards and data visualization tools for analyzing collected metrics.

- Empower stakeholders with actionable insights and trends to inform strategic decision-making processes.
- Facilitate continuous optimization and improvement of WiseApp's features and user experience based on data insights.

Timeline

The project will be divided into 5 complete sprints and one launch week.

- **Sprint 1:** Planning and preparation and initial user analysis
- **Sprint 2:** Initiation of implementation phase with the tracking tool and start of the creation of the first marketing communication
- **Sprint 3:** Data collection setup
- **Sprint 4:** Dashboard development
- **Sprint 5:** Analysis of first MVP and initialize iteration and improvements. The launch campaign will be created



Milestones

Milestone	Deadline
Metrics Framework Defined	26 Apr 2024
Implementation of Tracking Tools	10 May 2024

Milestone	Deadline
Initial Data Collection Testing	24 May 2024
Analysis and Insights Integration	05 Jul 2024 (depends on launch)
Continuous Optimization	30 Sep 2024

Initiatives

Task / Feature	Summary	Status	Owner
Metrics Framework Definition	Establish a robust framework for tracking key metrics aligned with WiseApp's objectives.	STARTED	Maggie McDonald
Tracking Tool Integration	Integrate selected tracking tools into WiseApp's infrastructure for seamless data collection.	PROPOSED	Devin Martins
Data Collection Setup	Configure systems for initial data collection, ensuring accuracy and completeness.	PROPOSED	Fabiola Parra
Analysis and Insights Integration	Develop processes for analyzing collected data and integrating insights into decision-making.	PROPOSED	Devin Martins

Task / Feature	Summary	Status	Owner
Continuous Optimization	Implement iterative improvements based on data analysis to enhance WiseApp's performance continually.	PROPOSED	Fabiola Parra

Team Procedures

Communication Plan

- Weekly project status meetings to review progress and address issues.
- Regular updates via email or project management software.
- Monthly stakeholder meetings for progress reviews and feedback.

Change Management Procedures

- Any changes to project scope or timeline require approval from the project sponsor.
- Change requests must be submitted using the designated form and reviewed by the project manager and relevant stakeholders.