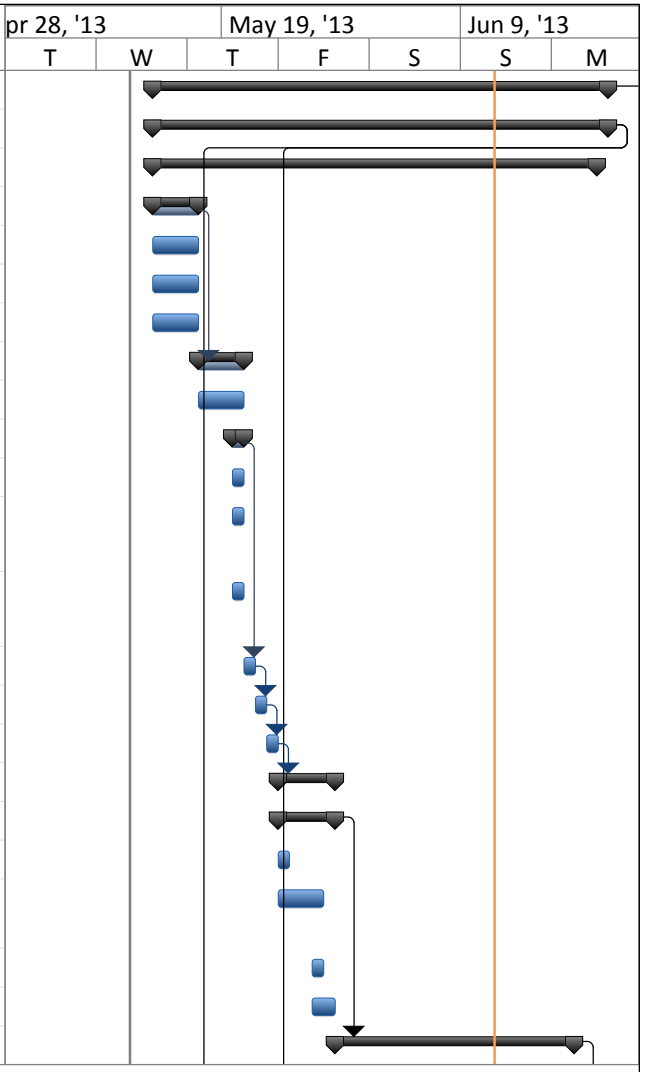
ID	Task Mode	Task Name	Duration
1		**1 Initiation**	**30 days**
2		**1.1 Evaluate problem and potential solutions**	**30 days**
3		**1.1.1 Research how customers find new books to read**	**29 days**
4		**1.1.1.1 Determine Research questions**	**4 days**
5		1.1.1.1.1 Evaluate previous internal research	4 days
6		1.1.1.1.2 Get input from subject matter experts (internal)	4 days
7		1.1.1.1.3 Interview stakeholders	4 days
8		**1.1.1.2 Determine what kind of research is needed**	**2 days**
9		1.1.1.2.1 Talk to design and UX teams	2 days
10		**1.1.1.3 Write Research Proposal**	**1 day**
11		1.1.1.3.1 Research approval requests	1 day
12		1.1.1.3.2 Funding requests for resources (people, materials, incentives)	1 day
13		1.1.1.3.3 Summary document explaining what we hope to learn and the business need we're trying to solve	1 day
14		1.1.1.4 Submit research proposal	1 day
15		1.1.1.5 Research proposal revisions (if required)	1 day
16		1.1.1.6 Milestone: research proposal approved	1 day
17		**1.1.1.7 Prepare for research**	**3 days**
18		**1.1.1.7.1 prepare research resources**	**3 days**
19		1.1.1.7.1.1 documents/consent forms/surveys	1 day
20		1.1.1.7.1.2 locations (for focus groups or for brick and mortar observations)	2 days
21		1.1.1.7.1.3 people (focus group moderators and…?)	1 day
22		1.1.1.7.1.4 incentives	2 days
23		**1.1.1.8 Conduct research.**	**15 days**



Project: synergy
Date: Wed 6/12/13

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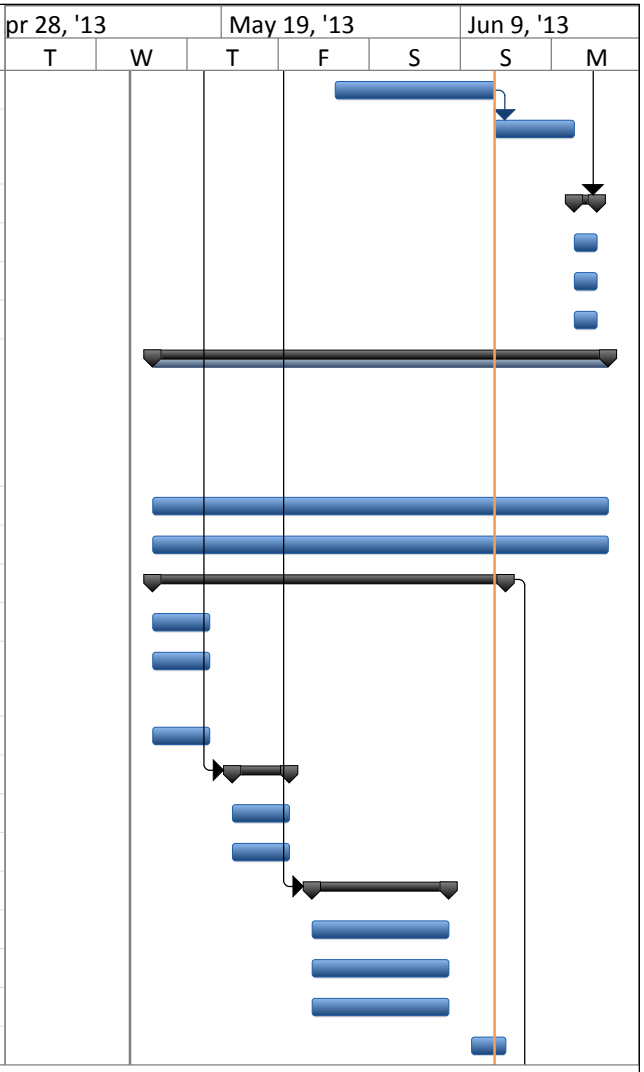
24		1.1.1.8.1 First round	10 days
25		1.1.1.8.2 Second round if necessary (some concurrency possible)	5 days
26		**1.1.1.9 Write final report**	**2 days**
27		1.1.1.9.1 Discoverability findings	2 days
28		1.1.1.9.2 Business analysis	2 days
29		1.1.1.9.3 Techology analysis	2 days
30		**1.1.2 Generate high-level ideas of what we could do to position Amazon as a prime resource for customers to find their next read, provided our assumptions work out the way we think they will**	**30 days**
31		1.1.2.1 ultra-high level prototypes	30 days
32		1.1.2.2 engineers research and train on latest technologies	30 days
33		**1.2 Develop Project Charter**	**23 days**
34		1.2.1 Identify stakeholders	5 days
35		1.2.2 Determine or assign authority for requirements, design, project management, engineering, and budget	5 days
36		1.2.3 Document objectives and constraints of the project	5 days
37		**1.2.4 Determine scope of project**	**5 days**
38		1.2.4.1 State the problem this project addresses	5 days
39		1.2.4.2 State how this project will solve that problem	5 days
40		**1.2.5 Risk management**	**10 days**
41		1.2.5.1 Competition analysis	10 days
42		1.2.5.2 Opportunity cost	10 days
43		1.2.5.3 Budget and staff	10 days
44		1.2.6 Reasons for this project	3 days



Project: synergy
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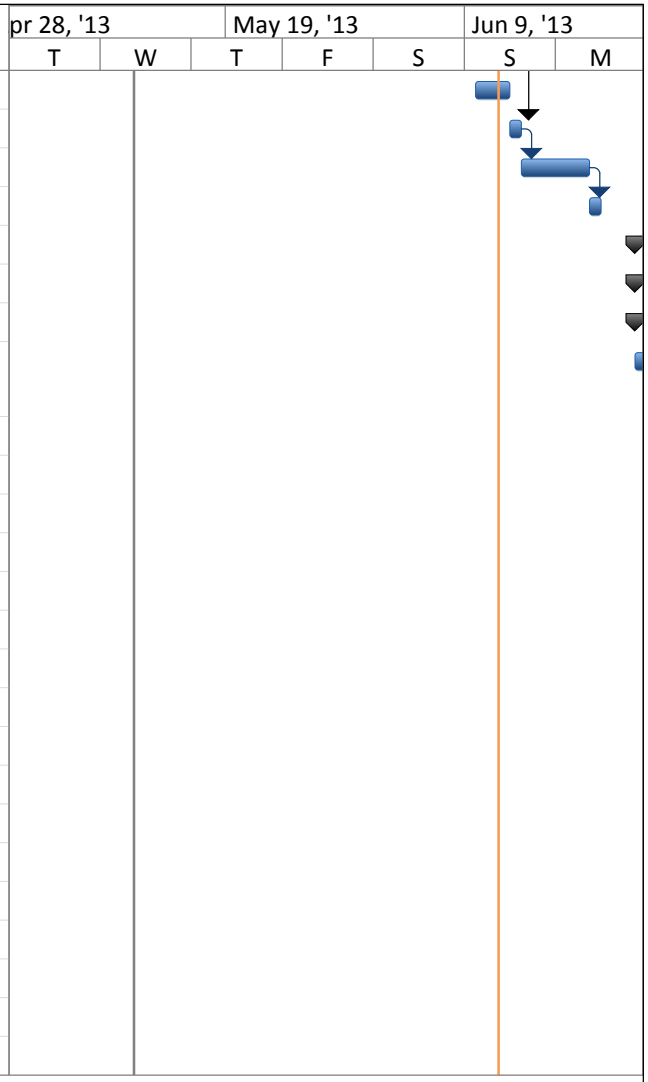
45		1.2.7 Potential benefits of project	3 days
46		1.3 Submit project charter	1 day
47		1.4 Project charter reviewed	4 days
48		1.5 Project charter approved by stakeholders	1 day
49		**2 Planning**	**21 days**
50		**2.1 Review research findings**	**7 days**
51		**2.1.1 Compare to initial assumptions**	**7 days**
52		2.1.1.1 Meet with project team. How much does the research affect our initial plans from Initiant 1.b?	5 days
53		2.1.1.2 Modify project charter in light of research	2 days
54		**2.2 Submit modified project charter**	**1 day**
55		2.2.1 Project may fundamentally change based on research	1 day
56		2.3 Modified charter approved (worst case: project cancelled)	1 day
57		**2.4 Draft vision/scope document**	**2 days**
58		2.4.1 Initial draft by project manager or designee	2 days
59		2.4.2 Initial review by project management team	2 days
60		**2.5 Determine project roles**	**4 days**
61		2.5.1 Project management team	2 days
62		**2.5.2 Authority for Design/Requirements/Etc**	**4 days**
63		2.5.2.1 Other roles (e.g. Engineers, Designers, etc)	4 days
64		**2.6 Write Project Plan**	**8 days**
65		2.6.1 Schedule	5 days
66		2.6.2 Deliverable: Vision/Scope document	5 days
67		**2.6.3 Draft Requirements**	**5 days**
68		2.6.3.1 Internal requirements	5 days
69		2.6.3.2 Technical requirements	5 days



Project: synergy
Date: Wed 6/12/13

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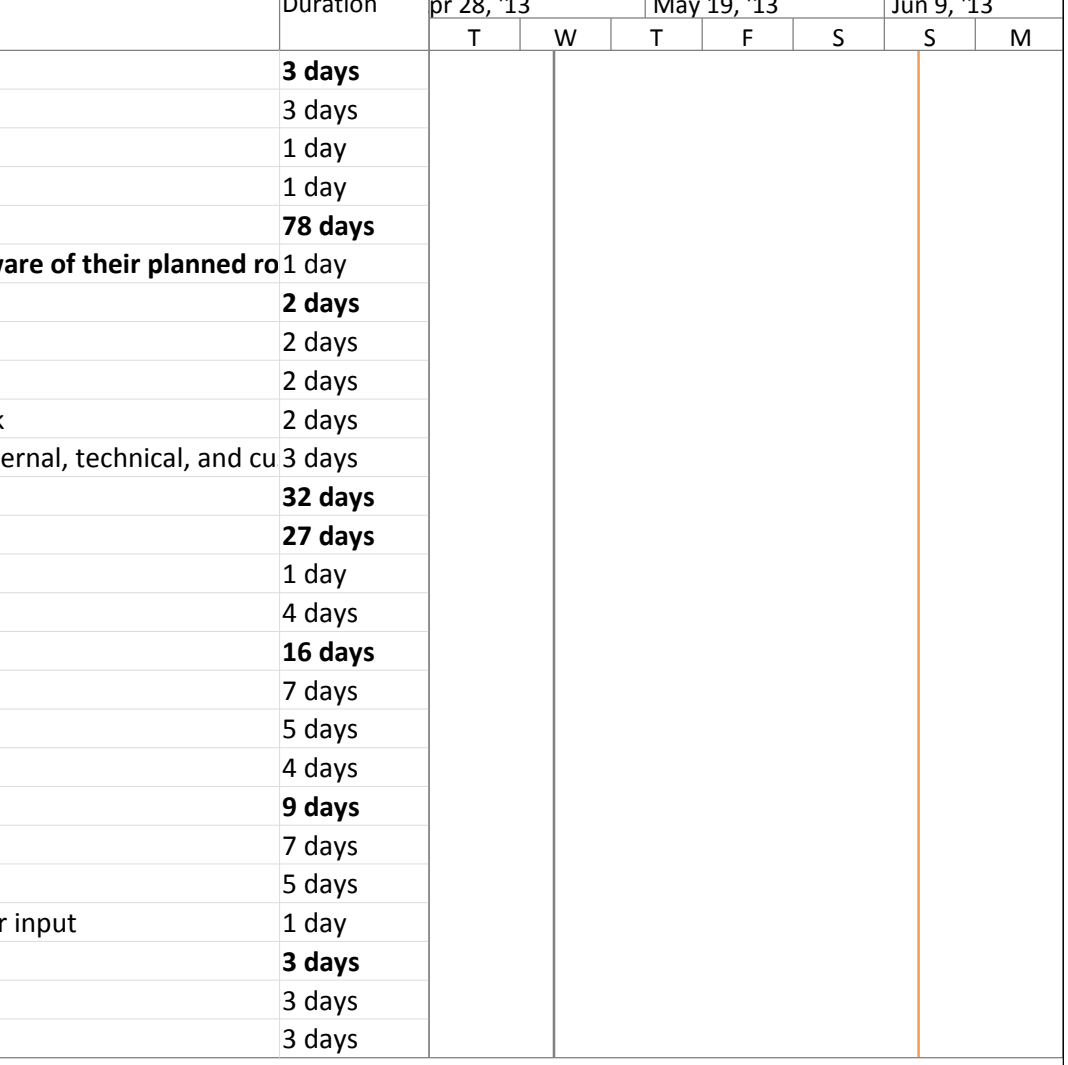
70		**2.6.4 Customer requirements**	**3 days**
71		2.6.4.1 Marketing requirements	3 days
72		2.7 Submit project plan for approval	1 day
73		2.8 Milestone: project plan approved	1 day
74		**3 Execution**	**78 days**
75		**3.1 Meet to ensure all team members are aware of their planned ro**	1 day
76		**3.2 Requirements Verification**	**2 days**
77		3.2.1 Review Requirements	2 days
78		3.2.2 Clarify any remaining issues	2 days
79		3.2.3 Explain to engineers and get feedback	2 days
80		3.3 Deliverable: Requirements (marketing, internal, technical, and cu	3 days
81		**3.4 Design system**	**32 days**
82		**3.4.1 Meet with platform teams involved.**	**27 days**
83		3.4.1.1 Review final research report	1 day
84		3.4.1.2 Brainstorm designs	4 days
85		**3.4.1.3 Narrow designs to three options**	**16 days**
86		3.4.1.3.1 Develop prototypes	7 days
87		3.4.1.3.2 User testing	5 days
88		3.4.1.3.3 Review by a few engineers	4 days
89		**3.4.1.4 Narrow to two designs**	**9 days**
90		3.4.1.4.1 Additional testing	7 days
91		3.4.1.4.2 Deeper prototypes	5 days
92		3.4.2 Share designs with platform teams for input	1 day
93		**3.4.3 Select final design**	**3 days**
94		3.4.3.1 Develop feature specification	3 days
95		3.4.3.2 Develop technical specification	3 days



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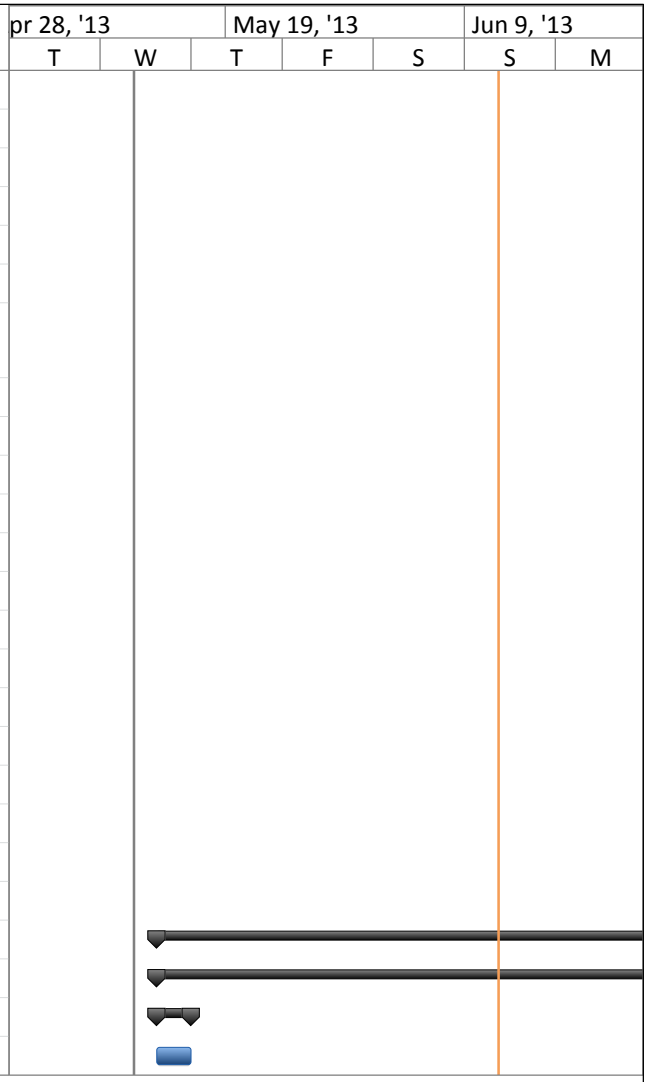
96		3.4.4 Deliverable: Specifications	1 day
97		**3.5 Create System**	**41 days**
98		**3.5.1 Allocate resources**	**3 days**
99		3.5.1.1 People	3 days
100		3.5.1.2 Funding	3 days
101		3.5.1.3 Equipment	3 days
102		**3.5.2 Meet with all engineering teams to review specifications and roles**	**2 days**
103		3.5.2.1 Revise design and specifications during meetings	2 days
104		**3.5.3 Construction**	**12 days**
105		3.5.3.1 By platform	7 days
106		3.5.3.2 Ensure platforms work together	5 days
107		**3.5.4 Testing/Revising**	**11 days**
108		3.5.4.1 User testing	6 days
109		3.5.4.2 Development tests	5 days
110		3.5.4.3 Internal testing	5 days
111		3.5.5 Documentation	1 day
112		3.5.6 Get approval for new system	1 day
113		3.5.7 New system is approved	1 day
114		3.5.8 Deploy new system in development environment	4 days
115		3.5.9 Debug and stress test	2 days
116		3.5.10 Deploy new system in production environment	4 days
117		**4 Team Management (ongoing)**	**138 days**
118		**4.1 Project Management**	**138 days**
119		**4.1.1 Research**	**3 days**
120		4.1.1.1 Obtain research approvals and funding from managemer	3 days



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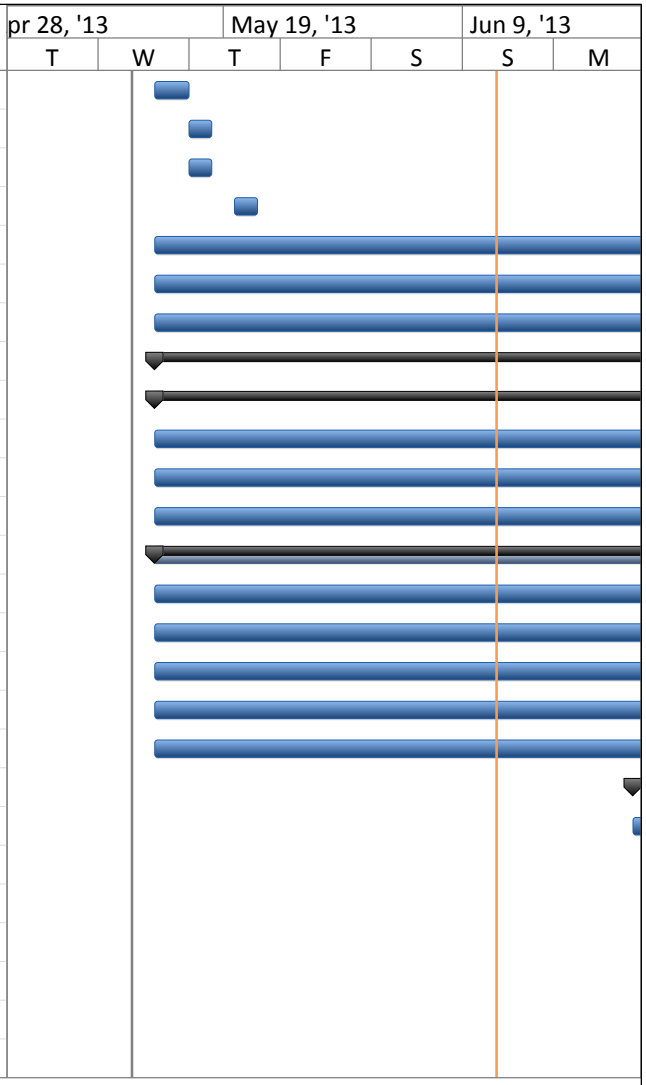
ID	Task Mode	Task Name	Duration
121		4.1.1.2 Secure resources for research	3 days
122		4.1.2 Draft vision/scope statement	2 days
123		4.1.3 Obtain requirements from stakeholders	2 days
124		4.1.4 Bring requirements clarifications from team to stakeholders	2 days
125		4.1.5 Maintain contact with stakeholders	138 days
126		4.1.6 Budget tracking	138 days
127		4.1.7 Track dependencies within the project and within the compa	138 days
128		**4.2 Team communication management**	**138 days**
129		**4.2.1 Progress checks on teams**	**138 days**
130		4.2.1.1 Be involved with individual team members	138 days
131		4.2.1.2 Facilitate communications between teams	138 days
132		4.2.1.3 Meetings when necessary	138 days
133		**4.3 Update Project Plan Documents**	**92 days**
134		4.3.1 Work Breakdown Structure	92 days
135		4.3.2 Schedule	138 days
136		4.3.3 Vision Document	45 days
137		4.3.4 Requirements	55 days
138		4.3.5 Specifications	92 days
139		**4.4 Track open issues**	**98 days**
140		4.4.1 Planning	21 days
141		4.4.2 Design	32 days
142		4.4.3 Construction	41 days
143		**5 Closeout**	**9 days**
144		**5.1 Reconcile budgets**	7 days
145		5.2 Lessons Learned	7 days
146		**5.3 Maintenance schedule**	**9 days**



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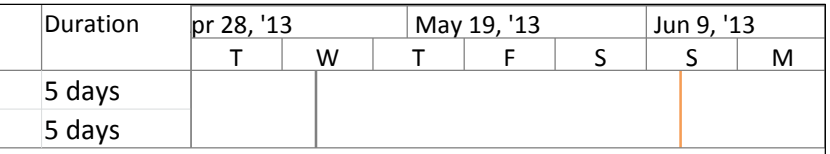
147		5.3.1 Updates	5 days
148		5.3.2 Responsibility for undiscovered bugs	5 days



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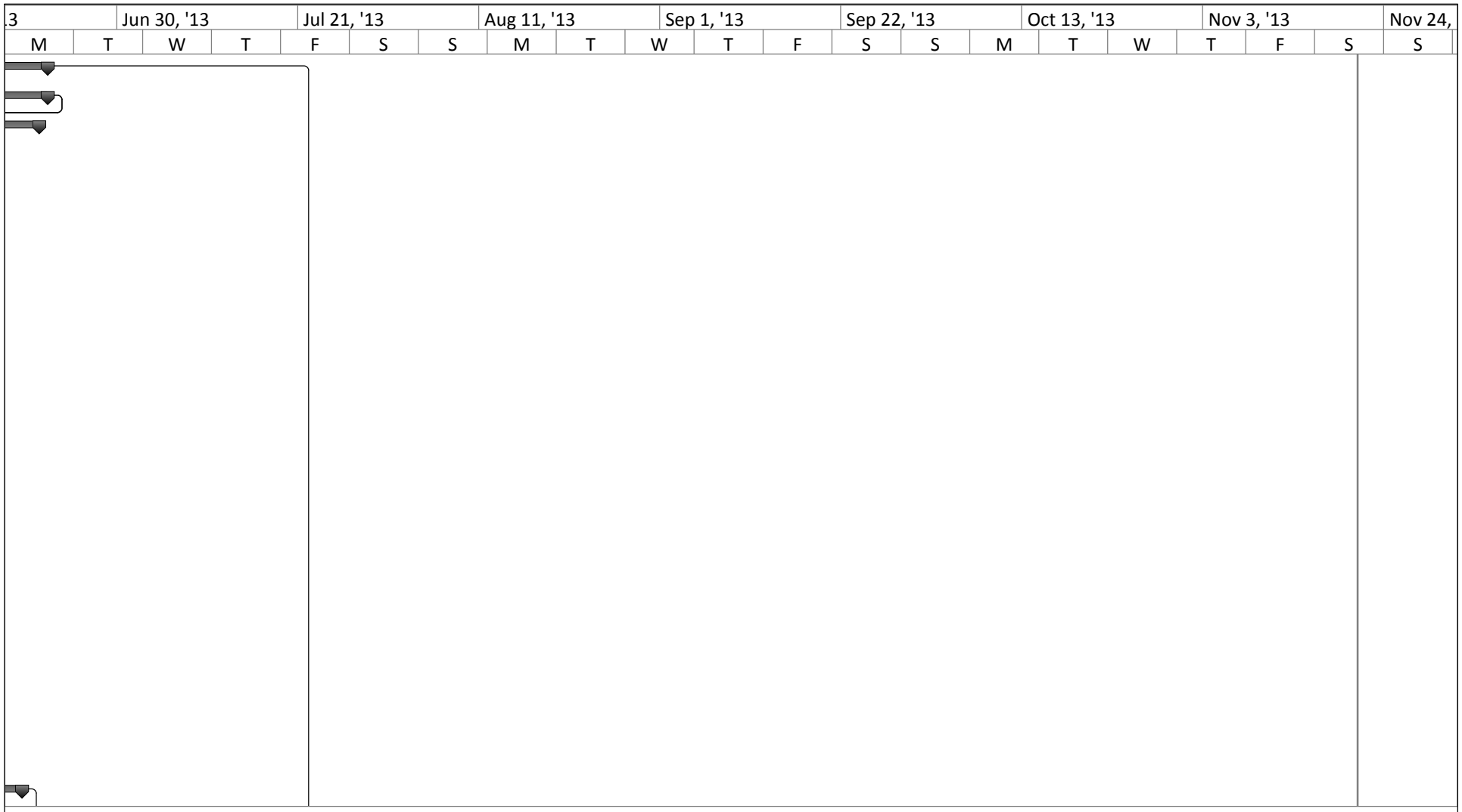

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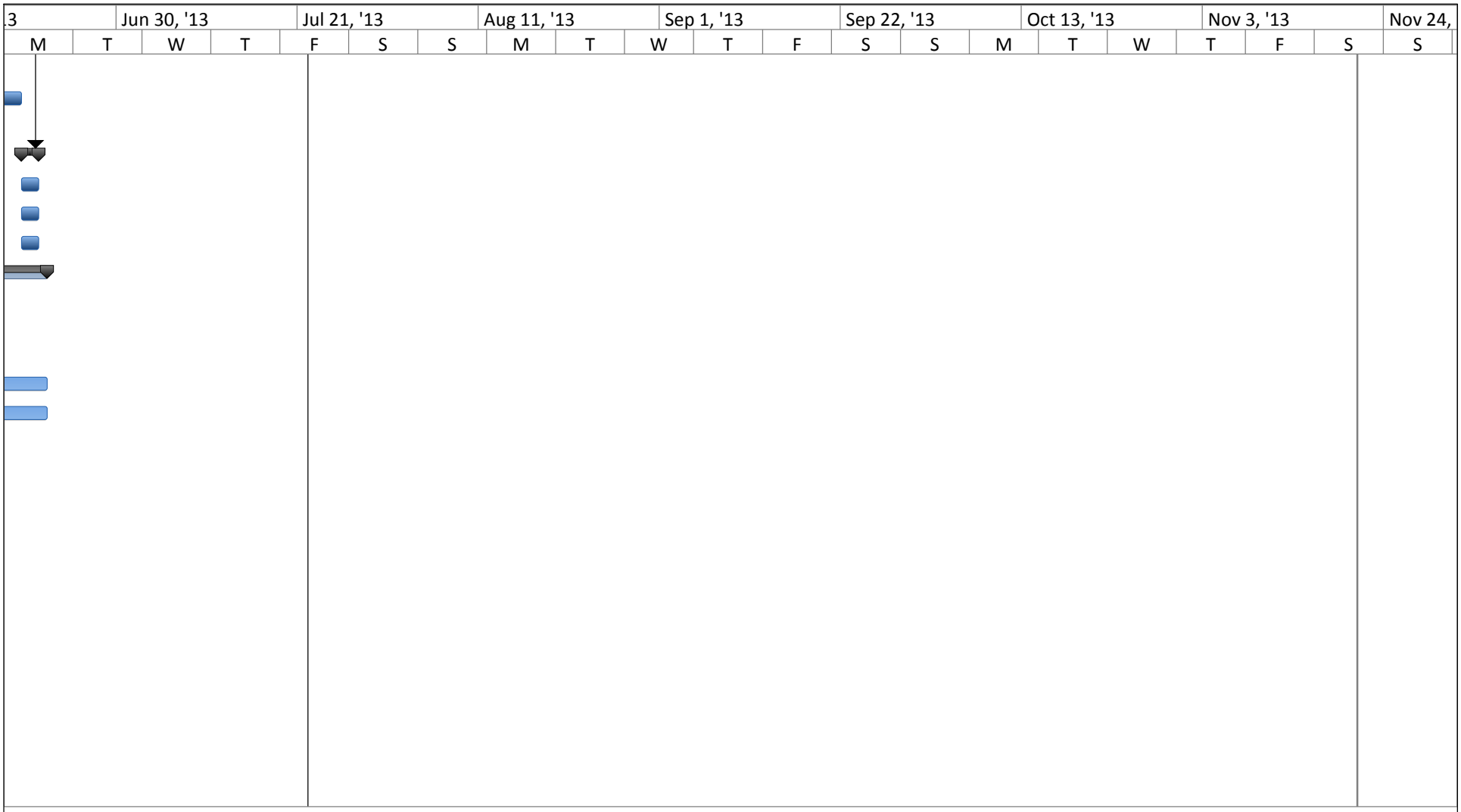

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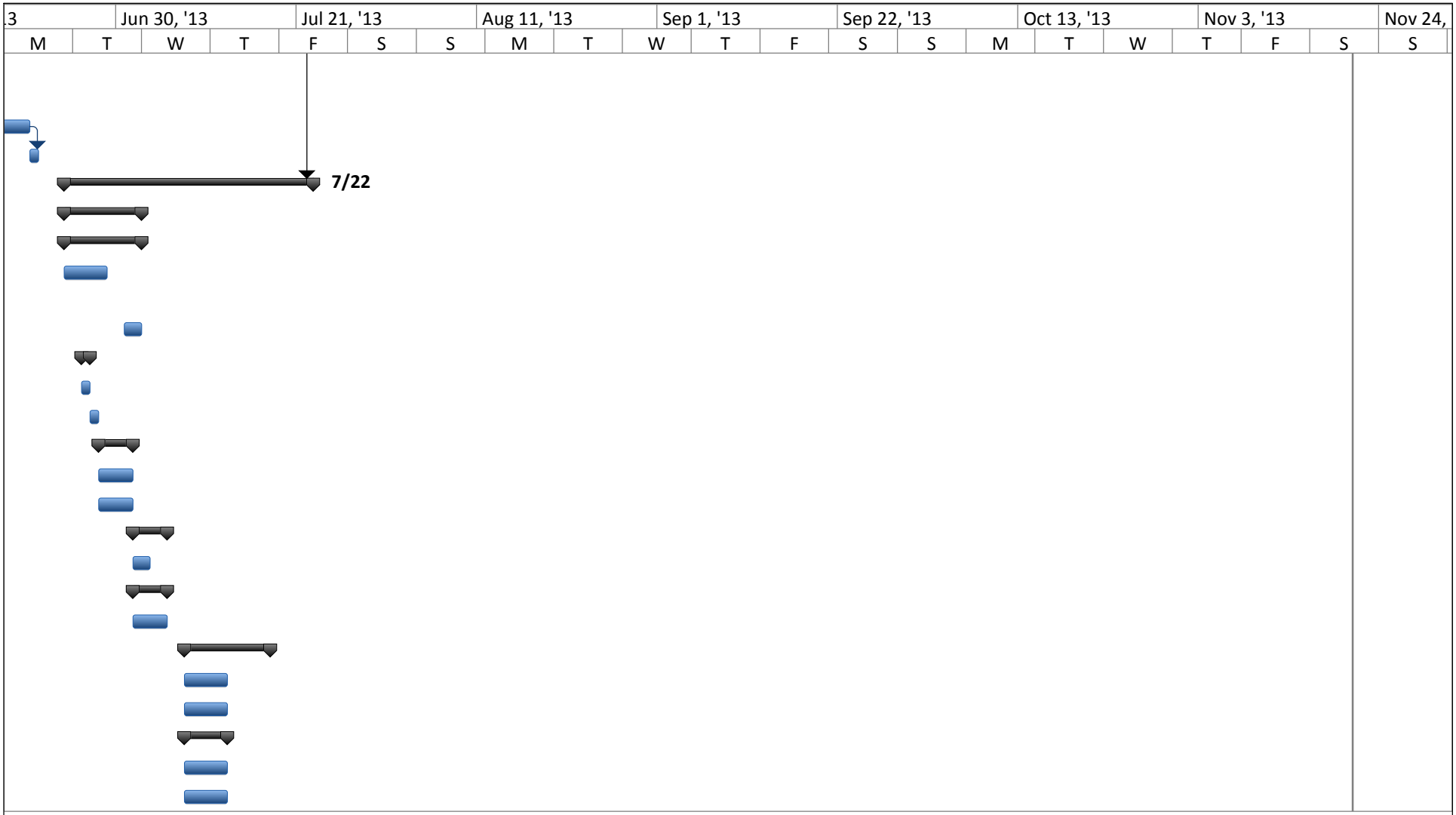

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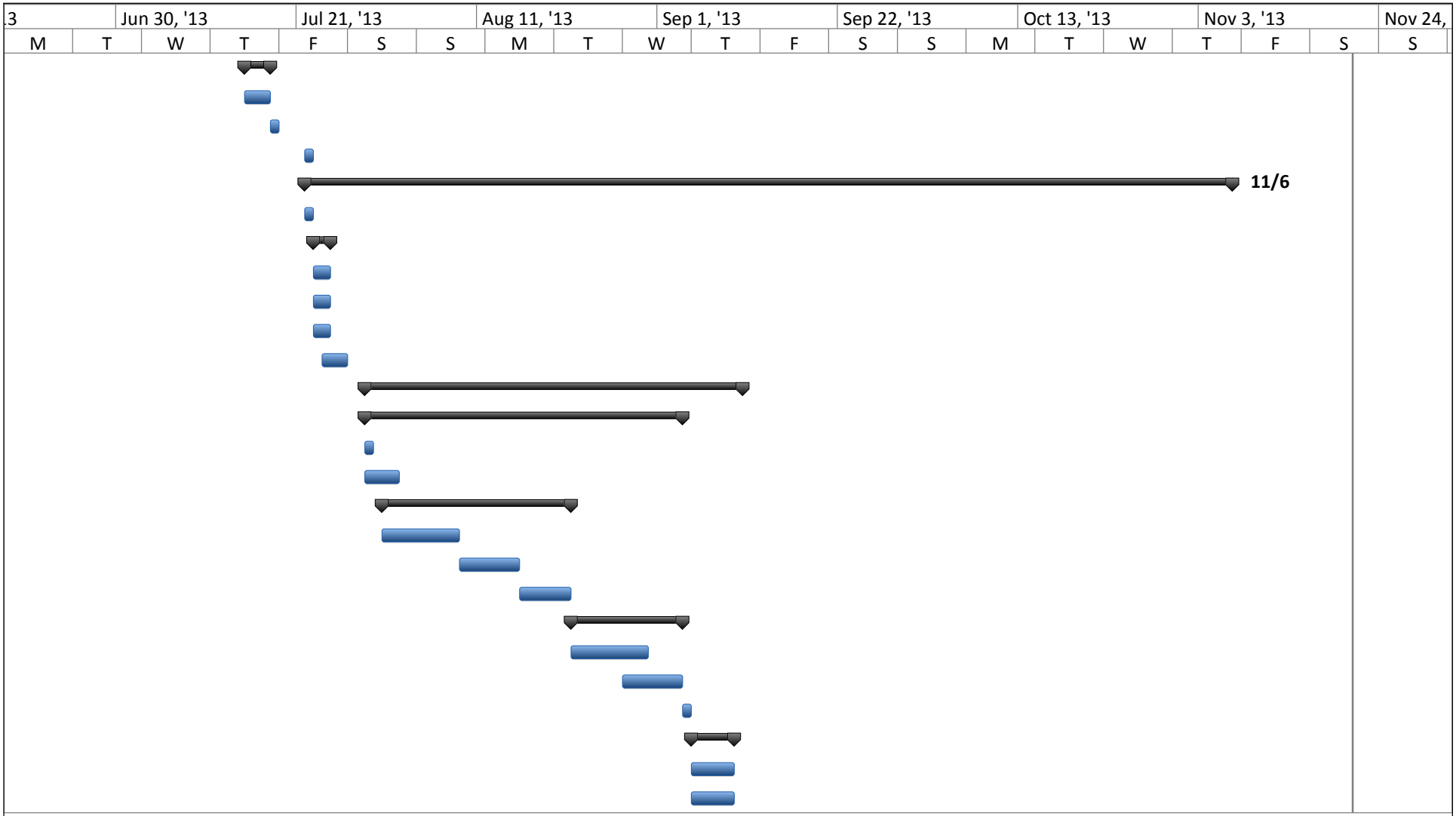

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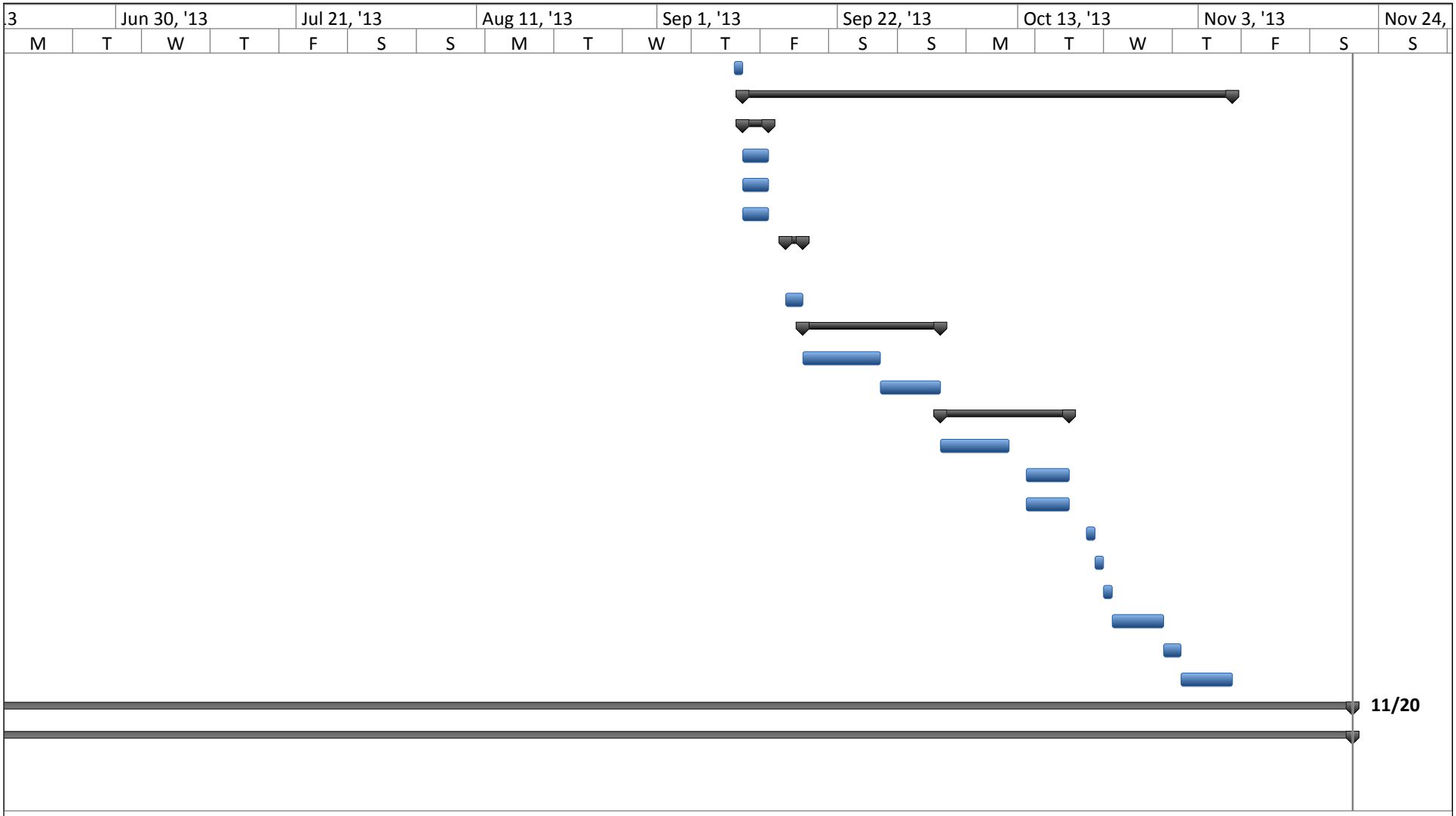

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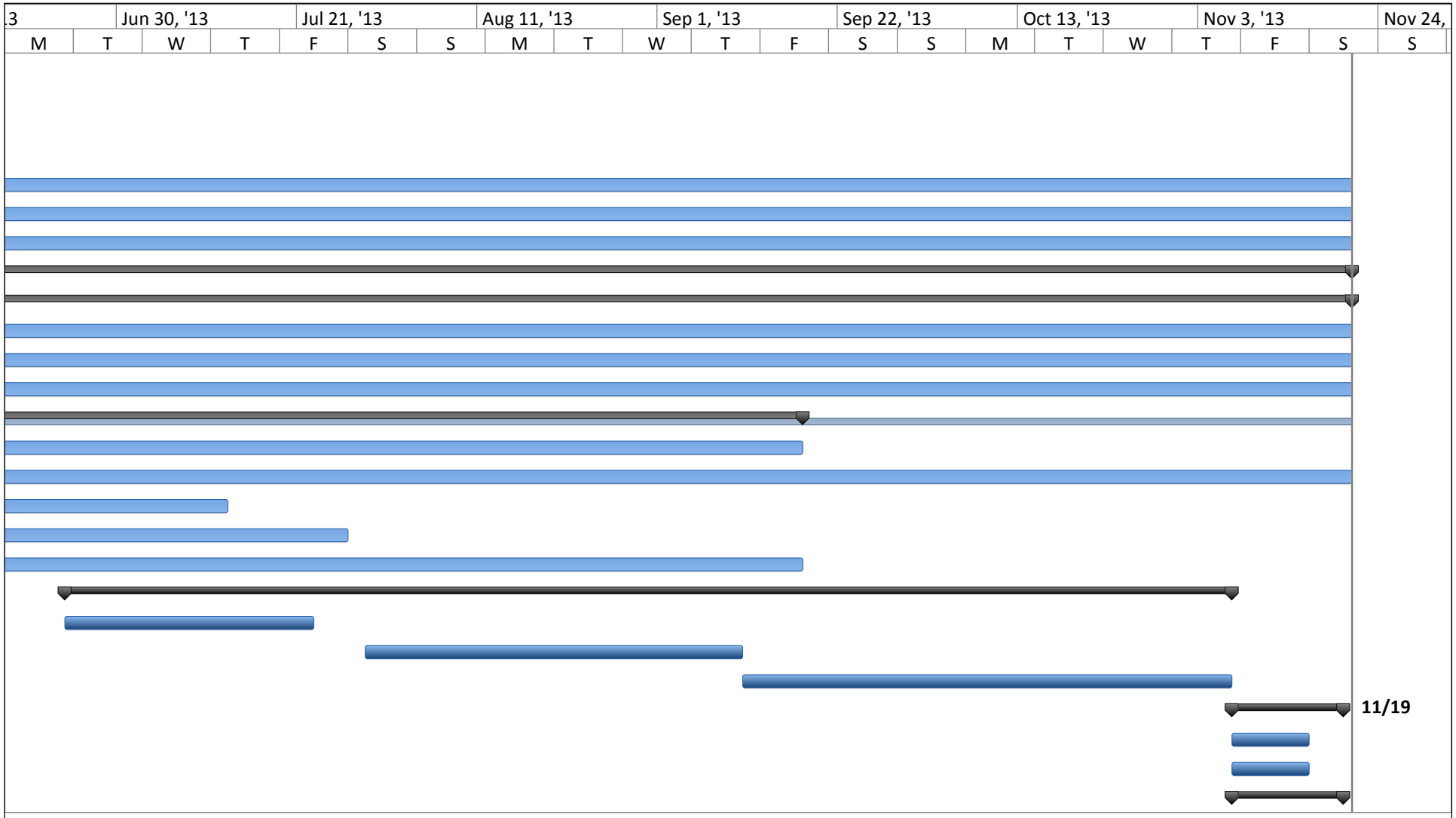

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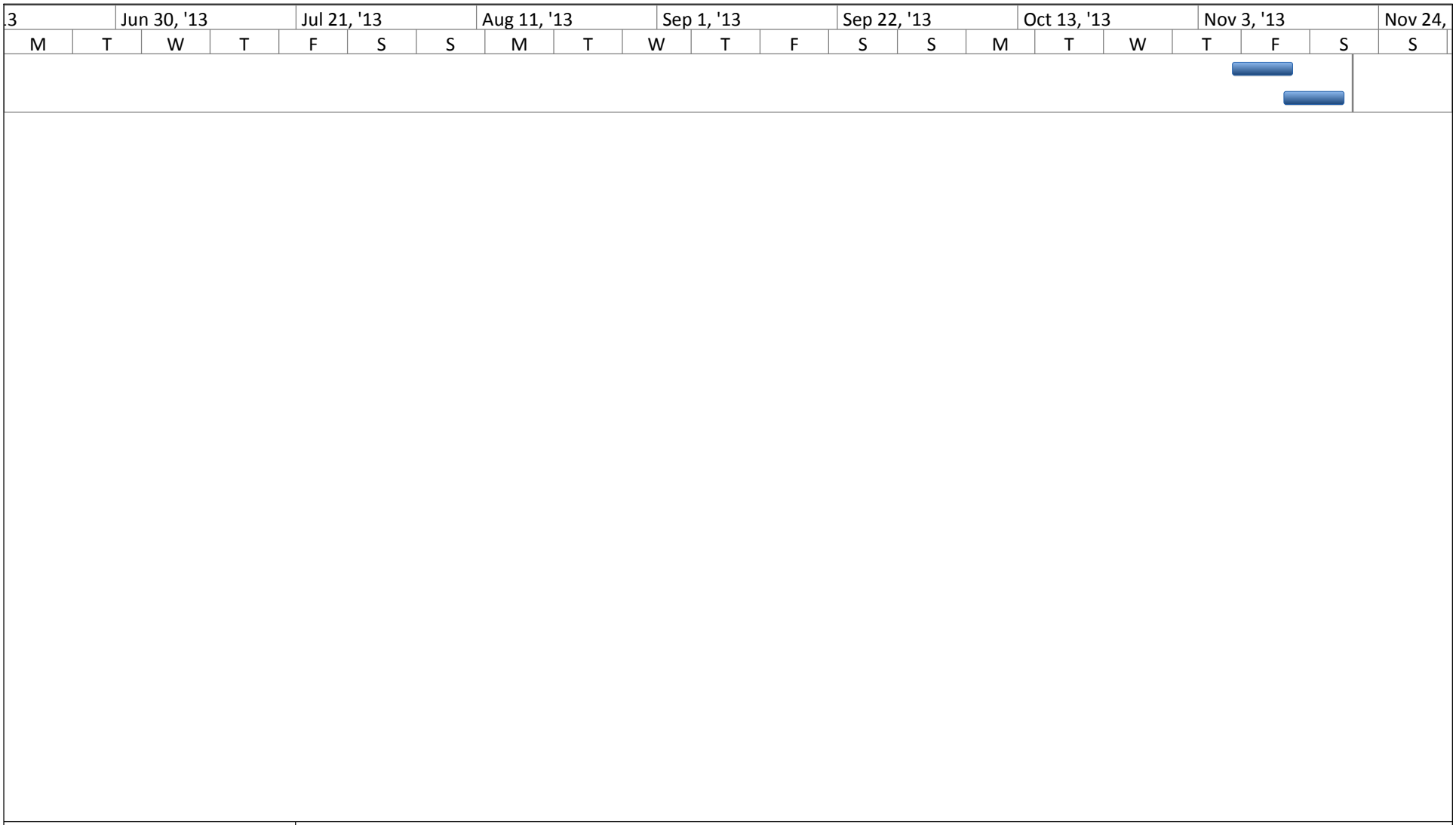

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