

APPLYING TRIPLE CONSTRAINT: Case Study

Scenario

Imagine you are a User Experience (UX) Program Manager at a small design agency. You are asked to manage an 8-week project for \$800,000 USD. The project includes conducting field research and synthesizing results. As the final deliverable, your agency will create a research report and facilitate a 3-day workshop. You need to align with the client's Vice President (VP) of Design, Ria. Luckily, you have a team of five teammates to work on this project together!

For the three situations below, describe how you would apply the Triple Constraint model. Provide examples to help illustrate your explanations.

Situation 1

During the scoping of this project, Ria says her budget maxes out at \$650,000 USD—she can't afford the \$800,000 USD that this project will cost. What are some proposals we can provide to Ria to reduce the budget? What areas might Ria adjust to reduce project costs? Write 2-3 sentences.

In this situation, the Budget is a key constraint. To reduce project costs, we have to make changes to the scope or tighten up the timeline.

Reduce the scope: *Maybe we can convince Ria to have a 1-day workshop instead of a 3-day workshop. This will help trim the budget.*

Reduce the time: *If we can deliver just the research report presentation instead of a 3-day workshop, we can trim the budget by shaving-off the three workshop days. This also reduces the time we need to prepare for the workshop.*

Situation 2

Recruiting for field research will take a week longer than expected. However, Ria told that the project end date is a hard deadline. What can we do? What areas might Ria adjust to reduce the time in the project? Write 2-3 sentences.

The Time is a constraint. To adhere to the hard deadline, we have to make changes to the scope or to the budget or to the both of them.

Increase the budget: *If we can increase the budget and add an additional field researcher, we could complete the research faster and meet the hard deadline.*

Cut the scope: *If we can eliminate sections in the research report, we could save time. Or cut the workshop to a 1-day workshop to meet the deadline.*

Situation 3

After the stakeholders agree on the project scope, Ria finds out that her CEO wants more information in the research report. She asks to include details on the market opportunities for new product ideas, technical constraints, and design considerations. How do you manage this additional scope? Write 2-3 sentences.

In this situation, the time and cost constraints are options to help reduce the scope.

Decrease the time: *If we can cut the depth of the initial market research, we will shave a few days off the project. This will allow additional time to work on the information on new products at the end of the project.*

Increase the cost: *If Ria can agree to increase the project budget to accommodate her CEO's request, we can add additional team members to work on the expanded scope and meet the existing project timelines.*