

Use case 1 - Auto-configuring projects based on RFP keywords

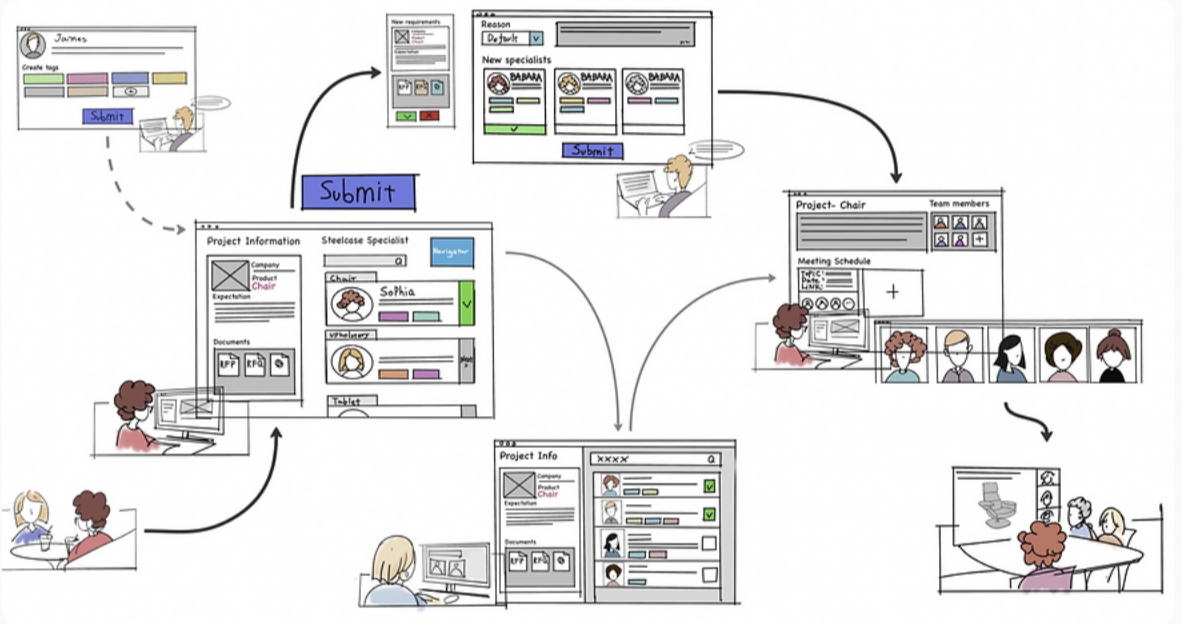
Frequency: High | Impact: Medium | Persistence: Short

Jobs-to-be-done:

- Get text-heavy kickoff emails for a new project.
- Notice: Timeline, Opportunity size, Cost, etc.
- Search related experience/info in mind.

Hypotheses on features:

- OCR to scan keywords; Edit and save the setup.
- Identify the estimated team size.
- Check previous successful projects as references.



Use case 2 - Tailoring the specialists' team with an advocate's help

Frequency: Medium | Impact: High | Persistence: Long

Jobs-to-be-done:

- Search specialists: Ask ppl with similar experience for help; Directly use previous groups...
- Check availability and send invites

Hypotheses on features:

- Contact an advocate to get selecting insights.
- Quickly add specialists in different ways.
- Send member list to advocate and let confirm.



Use case 3 - Quickly responding to project updates on project dashboard

Frequency: High | Impact: Medium | Persistence: Long

Jobs-to-be-done:

- Monitoring the status of the components.
- Coordinate with related specialists to discuss.
- Make decisions to respond to clients.

Hypotheses on features:

- Email tracking to auto-add to the dashboard.
- Update the product component based on emails.
- Starting a quick chat and switching to Teams.