

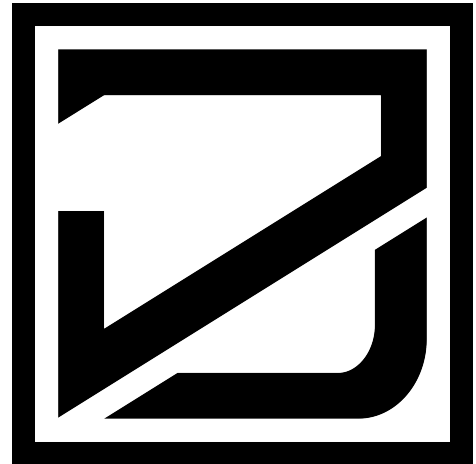
Project Management

a real case study in the music industry

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this course is about...

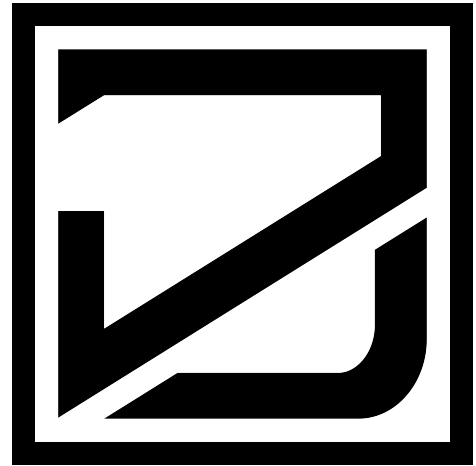
perfecting something
focus
what do we want people to feel?
delight, surprise, love, connection
intention
everything takes time
simplifying
reaching perfection
starting over

this course gives you insights on:

how is a music product released?
how are new albums produced?
what makes a release successful?
how to become an amazing professional in the field you're in

Contents: Let's get started!

the product
the branding of the product
user experience design
your expertise
your skills (PM skills and teamwork)
bibliography



THE PRODUCT

legal aspects

- create a solid legal foundation for your product
- they must reflect the corporate values.
- put a copyright on your creations

systems behind the product

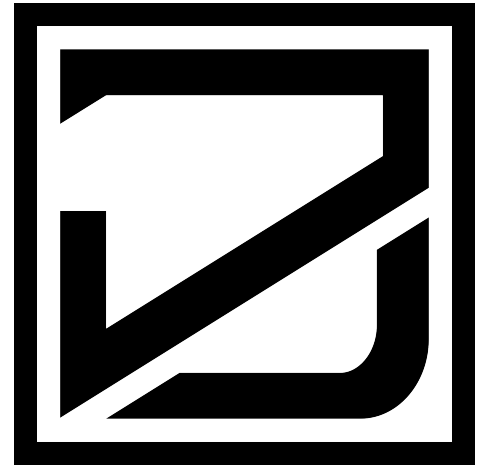
- how are your products/files archived?
- marketing and development of your product
- human resources management
- correctly configured billing processes
- internal corporate system for product management
- client support
- orders processing
- materials delivery and supply
- stock, production, assembly control
- quality audit

communications

- leadership/team communications
- corporate/clients communications
- corporate reputation and fame
- corporate branding and products branding

cashflow

- how fast money earned and spent
- cash is sufficient to make the commercial plan execution possible



THE BRANDING BEHIND THE PRODUCT

the brand is the channel through which the organization represents itself. it's the organization personality and should always be present in every touchpoint, which is where the interaction with the audience occurs (CDs, record stores, etc).

branding is an asset

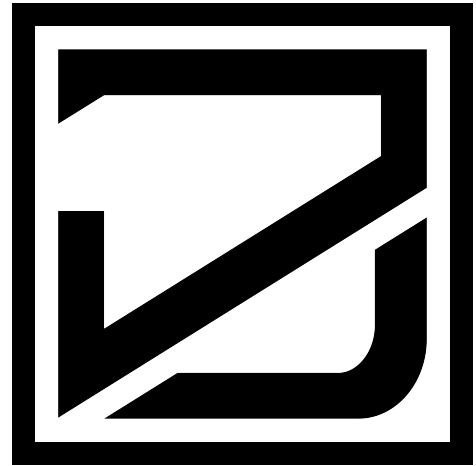
- it encourages self esteem
- it encourages self confidence
- sense of "place" in the team and in clients
- it attracts inward investment and outward interest
- it expresses identity, our need to belonging and aspirations
- it helps the corporation to differentiate from others

is often a complex, multifaceted, multidisciplinary process

- is a powerful resource tool
- influences every part of the organization and its audiences
- is a coordinating resource: it makes corporate activity coherent
- makes the strategy of the organization visible and palpable

consists of a few elements

- colors
- typefaces
- strap-line or slogan
- logo or symbol
- sound or music
- smell

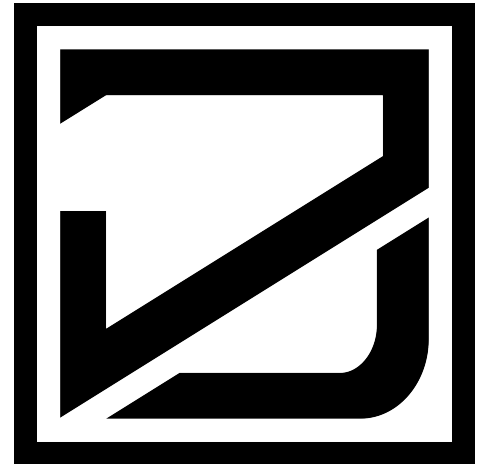


associates with

marketing
design
internal and external communication
human resources

emerges through 4 main vectors:

products
environment
communications
behaviour



USER EXPERIENCE DESIGN

Jesse James Garrett says:

"UX simply refers to the way a product behaves and is used in the real world. A positive UX is one in which the goals of both the user and the organization that created the product are met."

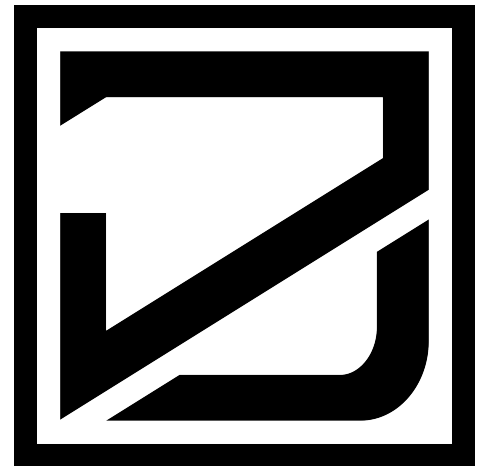
UXD is the result of a simple equation:

$$\begin{aligned} &\text{BUSINESS GOALS} + \\ &\text{CUSTOMER GOALS} + \\ &\text{USER INTERFACE} + \\ &\underline{\text{BACKEND PROCESSES}} = \\ &\text{USER EXPERIENCE} \end{aligned}$$

and is the combined result of the following, multiple and intentional attributes: **useful, desirable, accessible, credible, findable, usable**. These attributes make a product **valuable**.

UX is the combined result of multiple activities:

user research, interactive design, visual design, information architecture, frontend development, writing, user testing.



If we consider two things:

1) **user needs/goals**

2) **business goals**

UX is where the two overlap.

it ensures products meet or exceed user expectations, increasing adoption, use and loyalty, and reducing support determines the feasibility of high quality products that can be created and implemented

ensures people USE things

we can easily figure how to accomplish our task

the steps involved in accomplishing the task seem simple

our sense of effort and cognitive load are minimized

immediate, clear feedback is provided for each interaction

our potential for errors is minimized and when we do make a mistake

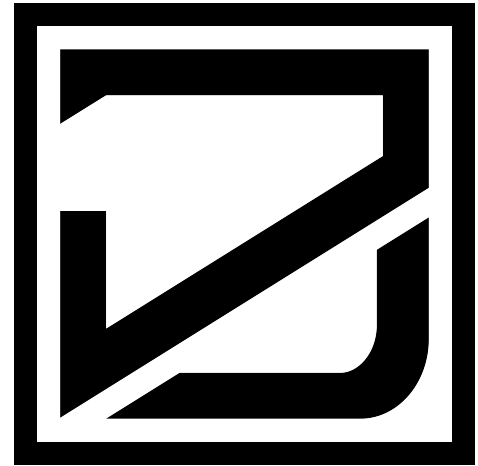
we can recover quickly and easily.

it ensures products meet or exceed user expectations, increasing adoption, use and loyalty, and reducing support determines the feasibility of high quality products that can be created and implemented

innovative products must balance competing needs:

feasibility, viability, desirability. innovation lies where these 3 overlap.

That is why we usually refer to UX as both a practice and a process!



YOUR EXPERTISE

what does it mean to be an expert?
what would you define "an expert" in?
what are you passionate about?

the expert is someone who mastered the 4 marketing Ps:

positioning: the right brand
packaging: create a great package for your service
promotion: create successful campaigns
partnership: create strategic alliances

so, you're an expert when you know how to sell yourself by investing time and money in your interests, formation, growing your personality and your mindset!

to gain the proper expertise, we need:

the right personal strategies and a correct lifestyle

share your know-how.

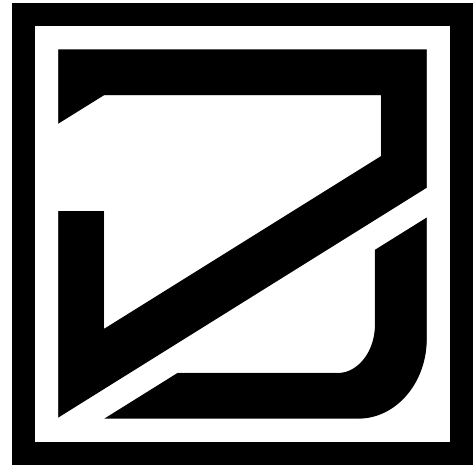
the more promotion you have, the more clients you have
expand your vocabulary. This is crucial

correct bad habits, if you have any

success doesn't come entirely from positioning yourself on Google.

it depends on the value you share with the world.

represent a solution, not a problem!



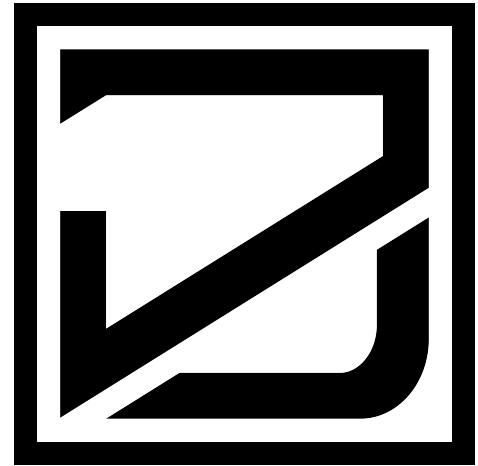
review your management decisions

create a spreadsheet with the following structure, and add lines every time an event occurs: *when, who, dilemma, decisions I took, retrospection, did I share it with someone?*

a working approach to something, which has been perfected during reiterated application

remember, as an expert:

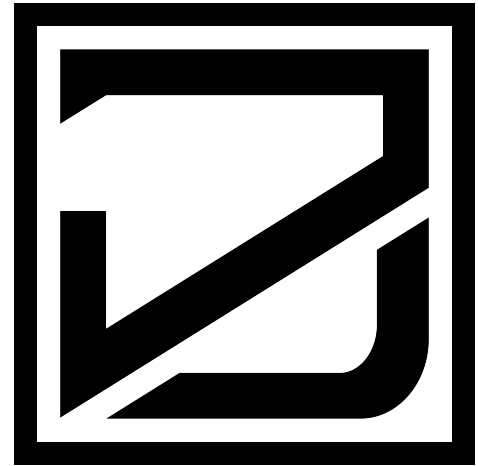
the "how-to" has a greater impact than the "know-why"
people pay money to shorten their learning curve
people pay money to access valuable information



PROJECT MANAGEMENT CRASH COURSE

project management is the process of *transforming ideas into tangible product or services, needed by a particular client, using financial and technical resources.*

your project management activity is based on the so-called "triple constraint": **time, costs, scope**; whose result is **quality**. if a component changes, that change will affect other components.



THE 13 SKILLS OF THE PROJECT MANAGER

active listening

listen to your team mates

diagnosing

error analysis

sharing solutions

identify your ideal audience

modeling

create prototypes basing on the best practices of your field and knowing your goals for any given project: this can mean compiling wireframes and mockups.

creation of instruments

create consciousness about how the prototype you're creating should be implemented in the real world.

human resources management

people are the most valuable asset of your organization

behavioural assessment of skills

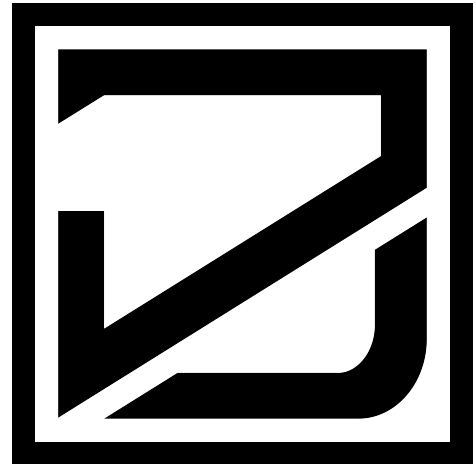
every single person, be it internal or external should always contribute to the corporate know-how

simplify

simplification of the existing instruments or procedures to manage the whole project (softwares, etc)

lead with a minimum budget

you can invest in the time and skills of people which are already in the corporation.



take baby-steps

create a model

find your way through perfection

manage the human resources to get the best out of your work-team

lead your team

large projects: teams of 5-6 countries are involved

small projects - teams from the same country are involved

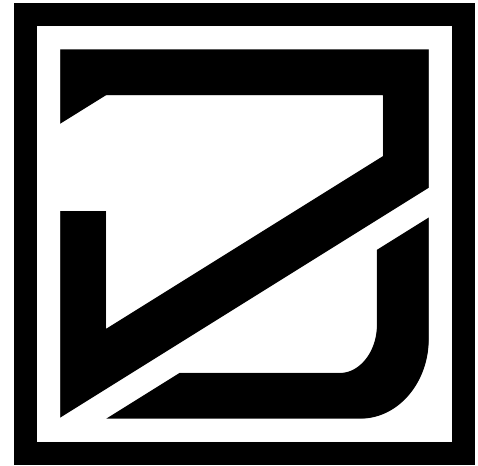
connect with the leadership

improve workflow among people

establish work guidelines and let everybody know about them

risk management

evaluate, limit and prevent risk. learn to adapt to every situation!



SUCCESSFUL PROJECT MANAGEMENT

defined vision, mission, PM strategy

success is people-based: people make a project successful

middle and top management must always be involved in the projects.

let everybody know the project "roadmap"

establish a policy for projects (how things are done, who does them, etc)

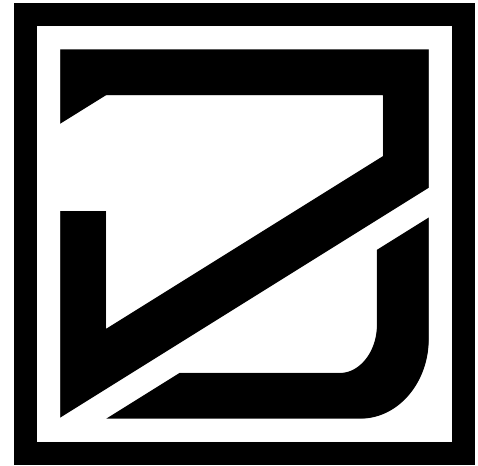
no control: if you get everything right from the start, there is no need to control people. this way you can improve efficiency in the project and everybody's productivity will skyrocket

share what you know and what you have learned from a project with your knowledge partners

vision vs. reality gap analysis

get to know the economic, political and business context in which your enterprise operate

get to know your enterprise's organization, work and project management methodologies and existing culture



PROJECT PHASES

project evaluation

a recording label receives so many demos each day. when a demo is liked by the management of the label, a project can begin

tracks selection

the best tracks on the demo are selected. the label can suggest the artists to create new song on a specific "mood" for the artist-persona

recording and mastering

the recording studio is the heart of Quadraro Basement's productions. A senior sound engineer creates a great professional final product.

deadlines

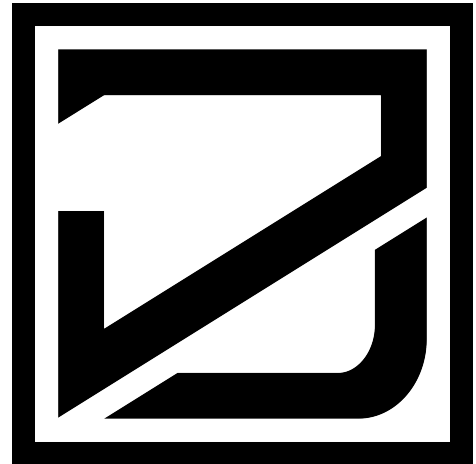
the art director, the artist's producer and the Quadraro Basement press committee decide when the CD will be released. The release is usually digital and then, after some time, is released in physical edition. The recording label is supported by Believe Digital, an European leader in the digital music industry.

promotion

Quadraro Basement press creates a promotional plan for every musical product. This is how press, radio, TV, webzines and business partners come into play. a press kit is available for download

launch of the first track

the art director chooses the best album track. this track must launch the release, so it is important to choose carefully

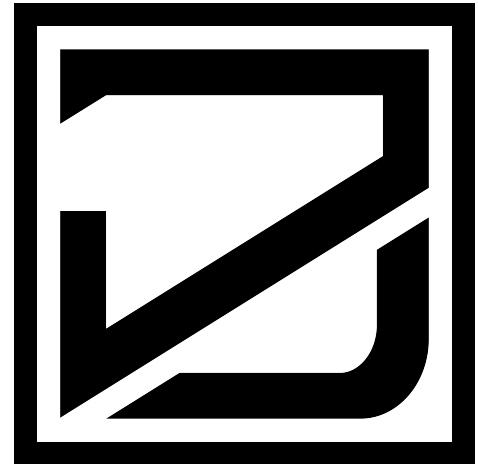


digital distribution

The album is hosted by Believe Digital which releases the album in digital stores and streaming platforms (iTunes, Amazon, Spotify...)

physical distribution

Believe and Self and other partners intervene in the release and distribution of CDs



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this seminar's contents have been freely readapted, translated and presented from the following sources of knowledge for study and research reasons. [Project phases have been generously exposed with consent by the recording label they belong to]:

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