

Chapter 28: Implementation Process

- 28.1 Planning and Assessment
- 28.2 Business Preparation
- 28.3 MVP Build & Deploy
- 28.4 Platform Enhancement

By failing to prepare, you are preparing to fail

Benjamin Franklin – Founding Father of United States

Introduction

With all the key elements of design and third-party systems defined, all design and development teams work together to build the marketplace software. Implementation is the longest phase of the project and requires meticulous planning. Throughout the four stages —assessment, MVP build, deployment, and operations—the implementation process focuses on the key functions of strategy/business and technology.

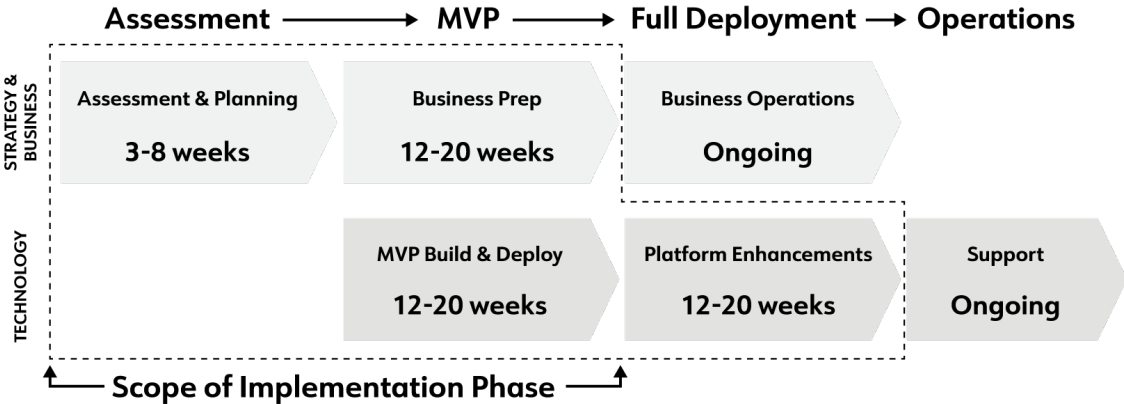


Fig. 1 Four stages of Marketplace Implementation

28.1 Assessment & Planning

Assessment and planning kicks of the first phase of implementation phase as shown in Fig 1. The planning and assessment stage brings the major players together for strategy, financial planning, organizational design, and architecture design.

Assessment & Planning	EFFORT	Implementation Agency				Marketplace Operator		
		Project Manager	Strategist	Business Analyst	Tech Architect	Executive Sponsor	Business Lead	IT Architect
TIMELINE <i>3-8 weeks</i>								
ACTIVITIES								
Strategy Formation	H	✓	✓	✓		✓	✓	
Financial Planning	M		✓			✓	✓	
Scope Definition	M		✓	✓	✓		✓	✓
Project Planning	M	✓	✓	✓	✓		✓	✓
Organizational Design	M		✓	✓			✓	
Architecture Design	M			✓	✓			✓

Strategy Formation

Some of the key deliverables of the strategy formation activities are a strategy document, competitive analysis, and success metrics and KPI's. These deliverables should center around three key aspects.

Marketing — The primary consideration here is how to tell consumers about the marketplace and engage them. Some key questions to help formulate the strategy include how the marketplace will be positioned, how will paid advertising be leveraged, how will