Project Execution Plan – Logitech AI Chatbot

1. Introduction

The execution phase of the *Logitech AI Chatbot* project focused on developing, deploying, and optimising an AI-driven chatbot to increase holiday season sales by guiding users in choosing whether they were buying for themselves or as a gift and recommending Logitech products accordingly. The chatbot also featured weekly opt-in discount messages and was supported by Facebook & Instagram ads to drive engagement.

2. Key Execution Activities

2.1 Development & Implementation

- Chatbot Workflow Finalisation (November 3, 2022) – Defined user journey and conversation logic.
- Product Recommendation Logic (November 14, 2022) – Implemented AI-powered product suggestions based on user needs.
- Facebook & Instagram Ad Setup (November 28, 2022) – Created ad campaigns to drive chatbot engagement.
- Chatbot Testing & Optimization (December 10, 2022) – Conducted usability and functionality testing to ensure smooth performance.
- Full Chatbot Launch (December 15, 2022) – Released chatbot to the public for holiday season sales.
- Weekly Discount Message Rollout (December 16, 2022 – January 10, 2023) – Sent exclusive offers to opt-in users.
- Performance Tracking & Optimization (January 11, 2023) – Monitored chatbot effectiveness and fine-tuned responses.

3. Roles & Responsibilities

Role	Responsibility
Project Sponsor (Logitech)	Provided budget, approvals, and strategic direction
Project Manager	Led execution, monitored progress, and managed risks
AI Developers	Built and optimized chatbot logic and product recommendation engine
Marketing Team	Managed social media ads, discount messaging, and user engagement
UX/UI Designers	Designed chatbot interface for seamless user interaction
Third-Party Vendor	Assisted in chatbot workflow optimization and integration
QA & Testing Team	Conducted performance testing and bug resolution

4. Resource Allocation

Resource	Allocated To	Time Commitment
Project Manager	Overall project execution & coordination	Full-time
AI Developers	Chatbot development & recommendation engine	Full-time
Marketing Team	Ad campaign management & chatbot engagement	Part-time
UX/UI Designers	Chatbot flow & user experience	Part-time
Third-Party Vendor	Workflow optimization & integration	Contract-based
QA & Testing Team	Functional testing & bug fixes	Part-time

5. Issue Identification & Resolution

Issue Resolution Steps:

1. Issue Identification – Logged by chatbot analytics, QA testing, or user feedback.
2. Impact Analysis – Evaluated potential impact on user engagement and conversions.
3. Resolution Implementation – Applied quick fixes and improvements.
4. Testing & Validation – Verified effectiveness of the resolution before deployment.

Issue	Impact	Resolution Strategy
Low chatbot engagement	High	Optimized conversation flow and improved CTA placements
Users not completing purchases	High	Added clear purchase links and better product descriptions
Ad campaign underperformance	Medium	Adjusted targeting and ad creatives for better reach
API integration issues	Medium	Pre-tested API connections to Logitech's website

6. Change Control Process

Change Request Process:

1. Change Request Submission – Team or client submits a request for modification.
2. Impact Assessment – Evaluated in terms of time, cost, and functionality.
3. Approval Process – Required authorisation from Project Manager & Logitech.
4. Implementation & Testing – Incremental rollout to avoid disruptions.
5. Documentation Update – All changes logged for future reference.

Key Approved Changes During Execution:

- Enhanced chatbot responses based on real-time user feedback.

- Adjusted discount message frequency to optimise conversion rates.

- UI improvements for better navigation and interaction.

7. Performance Metrics & Tracking

Metric	Target	Tracking Method
Chatbot Engagement Rate	≥ 60%	AI chatbot analytics dashboard
Purchase Conversion Rate	≥ 30%	Click-through tracking
Discount Redemption Rate	≥ 25%	Coupon tracking system
User Retention Rate	≥ 50%	Chatbot re-engagement metrics
Customer Satisfaction Score	80%	User feedback surveys & chatbot ratings

Tracking these KPIs ensured continuous monitoring and optimization of chatbot performance.

8. Stakeholder Communication & Reporting

Stakeholder	Communication Method	Frequency
Project Sponsor (Logitech)	Status reports via email	Weekly
Marketing Team	Alignment meetings	Weekly
AI Developers & Third-Party Vendor	Daily stand-ups (Slack)	Daily
QA & Testing Team	Testing progress reports	Bi-Weekly
Full Project Team	Sprint review meetings	Bi-Weekly

Key Reports & Documentation:

- Daily Stand-Up Reports – Progress updates and roadblocks.

- Weekly Status Reports – Engagement and sales impact tracking.

- Change Request Log – Documented chatbot modifications.

- Final Wrap-Up Report – Summarised project performance and insights.

9. Risk Monitoring & Mitigation

Risk	Likelihood	Mitigation Strategy
API failures with Logitech's website	Low	Pre-tested API integration before launch
User drop-off during purchase process	Medium	Simplified chatbot flow & improved CTA placements
Low engagement in first week	High	Adjusted chatbot conversation style based on user feedback
Negative user feedback on chatbot responses	Medium	Improved AI training & refined response accuracy

10. Execution Phase Conclusion

The execution phase successfully launched the chatbot, ensuring that users engaged with product recommendations, received targeted discounts, and were guided toward purchase decisions. Continuous performance tracking and iterative improvements helped maximise chatbot efficiency and sales impact during the holiday season.