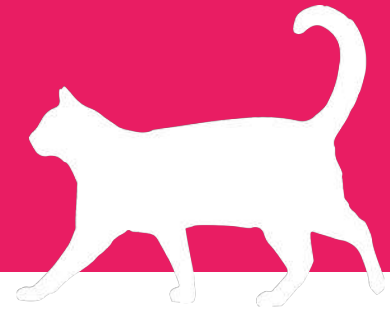


HERDING CATS:



**Project Management Basics for Building Your Best Customer Experience
(and then Making it Better)**

Ani King

<https://aniking.info>

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WHAT IS CUSTOMER EXPERIENCE?

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WHAT IS A PROJECT?

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INITIATE

- **What are you trying to solve?**
- **How will you solve it?**

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DEFINE

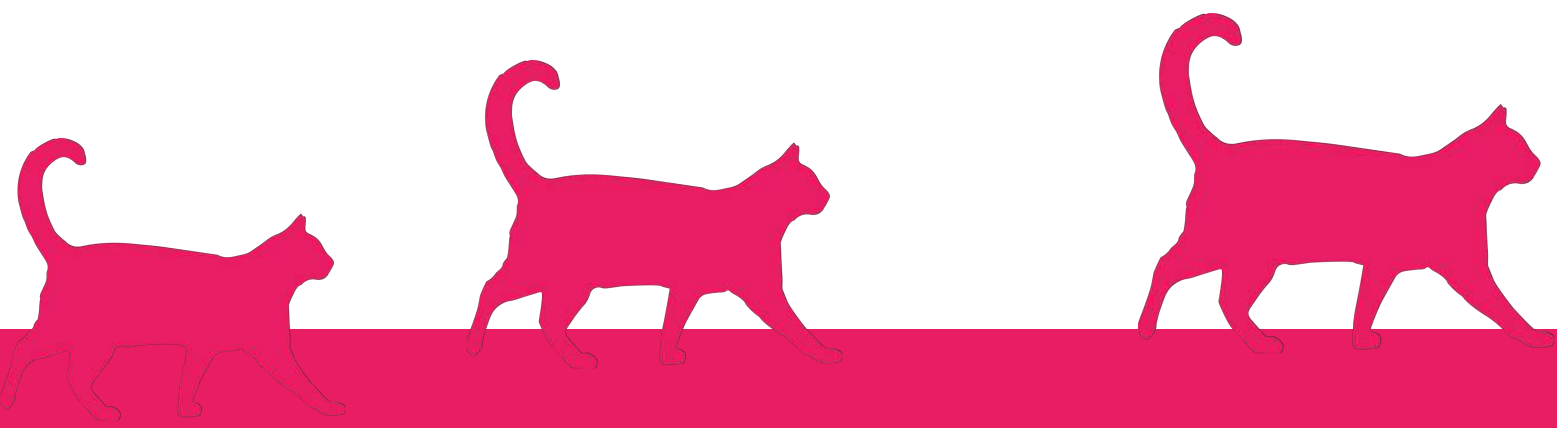
- **Who?**
- **What?**
- **When?**
- **Where?**
- **Why?**
- **How?**

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PLAN

- **People**
- **Process**
- **Technology**

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EXECUTE

Put your plan in motion.

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MEASURE

- **Cost**
- **Time**
- **What worked?**
- **What didn't?**
- **What next?**

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CLOSE

Everyone can go home now,
we're done here.



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QUESTIONS?

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ANI KING

Product Manager

Liquid Web

<https://aniking.info>



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