**Для практической подготовки в форме проекта (инициатор – работник НИУ ВШЭ[[1]](#footnote-1))**

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| Type of practical training element | *Project* |
| The type of a project | *Applied* |
| Project name | *Improvement of existing online services for Northern Capital Gateway LLC (Pulkovo)* |
| Unit initiator of the project | *T.R. Rizvan, Head of Public Relations and Marketing Communications Group* |
| Project Manager | *Fattakhova Maria Vladimirovna* |
| The main place of work of the project manager at the National Research University Higher School of Economics | *Department of Management* |
| Contacts of the manager (e-mail address) | *mfattakhova@hse.ru* |
| Project co-directors from the Higher School of Economics | *Stoyanova Olga Vladimirovna* |
| Contacts for co-supervisors from the Higher School of Economics (e-mail address) | *ostoyanova@hse.ru* |
| Main project idea / description of the problem to be solved | *Improvement of existing services (online booking of business lounges and Fast Track services).* |
| Project goal and objectives | *The goal of the project is to propose a concept for improving the company's existing online services.*  *Objectives:*  *- Analysis of "Fast Track" and "VIP-service" services;*  *- Development of the concept of improvement of these services;*  *- Development of a strategy for promoting and positioning the "Fast Track" and "VIP-service";*  *- Calculation of the preliminary budget for launching the upgraded services.* |
| The project assignment | *1. Select metrics for evaluating Fast Track and VIP-service online services by organizing focus group testing of the services.*  *2. Justify the changes that need to be made to existing services based on the results of the user journey analysis (CJM).*  *3. Propose a strategy for promoting pre-order and positioning "Fast Track" and "VIP service" in the online format .*  *4. Calculate a preliminary budget for relaunching the services.* |
| Planned results of the project, special or functional requirements for the result | *Strategy to promote pre-ordering and positioning of Fast Track and VIP service in the online format.* |
| Project start date | *13.03.2023* |
| Project end date | *25.04.2023* |
| Labor intensity (hours per week) per participant | *8 h* |
| Estimated number of participants (vacancies) in the project team | *10 participants* |
| The names of jobs (roles), a brief description of the tasks for each job, the number of credits and selection criteria for project participants | *Job #1:*  *Tasks : Participate in the following tasks:*  *- Analysis of "Fast Track" and "VIP-service" services;*  *- Development of the concept of improvement of these services;*  *- Development of a strategy for promoting and positioning the "Fast Track" and "VIP-service";*  *- calculation of the preliminary budget for the output of the upgraded services.*  *Number of credits: 2*  *Selection criteria for the position:*  *- Knowledge and skills in user journey analysis .* |
| Total number of credits | *20* |
| Form of final control | *Score* |
| Results presentation format to be evaluated | *Presentation, report.* |
| Results evaluation formula, possible criteria for evaluating results with all the requirements and parameters | *Students submit interim results according to the project schedule.*  *Project supervisors give marks for the performance of tasks in accordance with the schedule.*  *Evaluation criteria: timeliness of reports, completeness of tasks, availability of author's suggestions, conclusions and recommendations based on the results of the analysis.*  *The overall evaluation of the project is made up of the following components:*  *evaluation of interim assignments 60%;*  *presentation and defense of project results 40%.*  *Evaluation criteria for the presentation: timeliness of the final report, quality of illustrative material (presentation), quality of the report, argumentativeness of the answers to the committee's questions.* |
| The possibility of retakes in case of an unsatisfactory grade | *Yes* |
| Expected educational results of the project | *During the work on the project, students will*  *- Improve their skills in analyzing online service markets;*  *- Improve their user journey analysis skills for online services;*  *- gain skills in redesigning online services;*  *- improve teamwork and communication skills with the customer when completing business projects;*  *- improve presentation and writing skills.* |
| Features of project implementation: territory, time, information resources, etc. |  |
| Recommended educational programs | *Master’s Programme*  *“Management and Analytics for Business”* |
| Student resume required | *No* |
| A motivated student letter is required | *No* |

1. Не исключается реализация проектов, инициированных работником НИУ ВШЭ с привлечением организаций-партнеров. [↑](#footnote-ref-1)