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Technical Problems of your role profile

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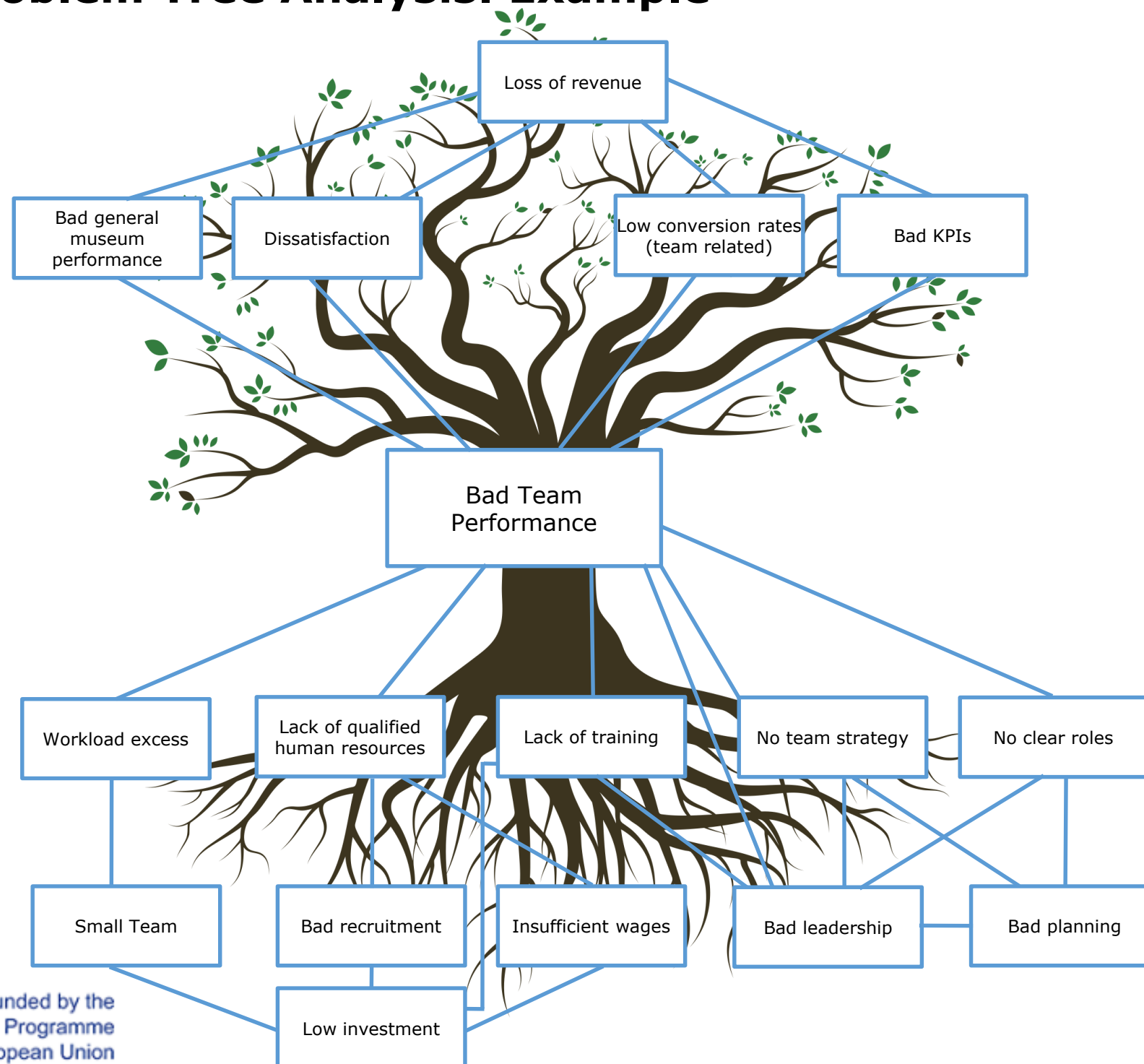
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MAPA DAS IDEIAS

Aim and objectives

- The aim of this presentation is to address some potential technical problems related to your role profile.

At the end of this presentation, you will be able to:

- Understand typical problems of your role profile.

- Have a sense about the different approaches to solve a problem.

- Have a good notion about the relation between problem, causes and consequences.

- Be able to use the problem tree technique.

Problem Tree Analysis

- **Problem Tree Analysis. Example**

Loss of revenue

Bad general museum performance

Dissatisfaction

Low conversion rates (team related)

Bad KPIs

Consequences

Bad Team Performance

Problem

Workload excess

Lack of qualified human resources

Lack of training

No team strategy

No clear roles

Small Team

Bad recruitment

Insufficient wages

Bad leadership

Bad planning

Causes

Low investment

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Problem	Some causes	Some consequences	Some actions
No access (login) to a specific platform	Wrong password Wrong platform Too many attempts of login	No access to important data, content or features	Reset password Confirm url
No digital team focus	Bad team management Absence of coherent strategy	Bad results Lack of motivation	Improve team management Project and team management softwares (trello, basecam, monday, asana, etc)
Bad technology option (Unity3D for a mobile non-game UI application, for example)	Bad developer / team / supplier choice Lack of tech knowledge Bad planning	Bad user experience Bad performance Mobile battery extra usage (in the case of unity3D) Uninstalls Bad analytics	Optimize application Identify a potential partner for future projects
Lack of understanding of marketing platform data / social media data (hubspot)	Lack of digital strategy knowledge Lack of tranning in the specific platform	Skewed analysis, based on bad data.	Digital platform training Improve digital concepts understanding
Poor mobile application or website User Interface	Bad designer / design team / design partner choice Bad planning	Bad image Application or website with no readability Bad global application or website experience	Optimize design (including some redesign) Identify a potential partner for future projects
High cost per lead (expensive)	Lack of digital marketing knowledge Bad campaign Low quality ads Bad targeting	Less ads Less reach	Digital marketing training Improve digital concepts understanding
Bad click through ratio	Bad campaign Low quality ads Bad targeting	Low conversions from ad prints to visits	Optimize campaign Optimize design Reanalyse budget allocation and media space
No innovation	Lack of emerging technology knowledge Lack of team skills for innovation	No evolution Platforms and strategies tend to become outdated	Include in the strategy people with soft kills oriented towards to innovation Find partners with a good portfolio in innovation

POTENTIAL PROBLEMS

Problem	Some causes	Some consequences	Some actions
Lack of capability to engage with the relevant communities	Lack of technical background	Difficulty in understanding a problem related to development Inability to format or adapt a platform or website	HTML and XML online training Define with the developer what are the boundaries of the digital strategist action and learn with it
Difficulty in understanding technical concepts (Metadata, for example)	Lack of technical background	Difficulty in understanding a problem related to the system Inability to participate in technical meetings and decisions	Online training
Unable to figure out how to relate data	Lack of experience and know-how	Misinterpretation of information Bad decisions Skewed analysis, based on bad data	Training and formation in digital and marketing strategy
Difficulty relating the technology with the museums specific needs	Lack of experience and know-how	Misinterpretation of information Bad decisions Skewed analysis, based on bad data	Training and formation in digital strategy for museums
Difficulty implementing an agile development framework	Lack of experience and know-how	Inefficient organisations and development methodology	Training course in agile

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Thank you for your attention!

Credits
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