Project Introduction & Rationale

**fgfdg**

dfgdfsd

dfsds

dsfdsfdfds, gfdgdfgfd, fgdfgf

21 August 2014

Khush Winder

# About this document

This document provides an introduction to, and summary of, the **fgfdg** project that we believe will provide significant operational, service and financial benefits to **dfgdfsd** and its stakeholders.

It is provided to:

1. Inform stakeholders about our proposed project, resulting systems and key benefits; and
2. To assess and attain the, financial commitment, enthusiasm and endorsement to progress it further.

**Table of Contents**

[1. About this document 2](#_Toc384199614)

[2. Executive summary 3](#_Toc384199615)

[Key Objectives 3](#_Toc384199616)

[Operational savings / Return on Investment 3](#_Toc384199617)

[Non-financial benefits 3](#_Toc384199618)

[3. Project Scope 4](#_Toc384199619)

[Functional areas to be implemented 4](#_Toc384199620)

[4. Costs and timelines 5](#_Toc384199621)

[Timeline & milestones 5](#_Toc384199622)

[5. Roles and responsibilities 6](#_Toc384199623)

[6. Conclusion and Next steps 7](#_Toc384199624)

# Project objectives and benefits

This document provides an introduction to, and summary of, the **fgfdg** project that we believe will provide significant operational, service and financial benefits to **dfgdfsd** and its stakeholders.

Assuming that the project progresses we anticipate that it will be completed by , at an expect cost of **444**.

## Contribution to dfgdfsd mission

fdgfdgdf

## Contribution to dfgdfsd goals

dfd

## Operational savings / Return on Investment

This project is intended to generate ongoing savings/returns against the initial financial investment. Should the project proceed to the next planning phase the returns will be quantified through completion of comprehensive functional requirements.

At this stage are expecting to create efficiencies and reduce errors in the **8** areas listed below in the project scope section of this document.

## Non-financial benefits

In addition to the financial savings we are also expecting to achieve improvements in our operations and service through automation, systemisation and enabling 'self-service' for the following groups:

|  |
| --- |
| Stakeholder group |
| fdgfdgfd |
| adsd |
| sadsad |
| adsadasdsa |

# Project Scope

We have identified **8** functional areas that the implemented system will facilitate, these are listed below.

The project scope will be further defined by specifying a list of key features within each of these functional areas.

The Project Detail Document (a key deliverable of the next project phase), will contain:

* Estimates return on investment (ROI), saving per year based on the current operations costs, and
* Expected non-financial stakeholder / constituencies benefits of these functional areas.

At this stage new additional revenues are not estimated or included in this documentation.

## Functional areas to be implemented

The identified functional areas to be implemented are:

**Membership renewal**  
  
Allowing members to renew through your website in a simple and intuitive way will also create significant cost savings.  
  
 It also represents improved service and convenience to many who are happy using the internet to make payments. It allows members to renew any hour of the day or night from anywhere. This convenience can be the difference between the renewal and a lapsed member.   
  
 Key features include:  
 - Automated notifications of membership expiry  
 - Members can modify their membership types, interests and settings  
 - Online payments processed for renewals **Member Services/benefits**  
  
Providing the ability for members to self serve, can represent significant savings to your organisation as well as an improved service. It can also encourage quicker renewals and processing and an increased number of renewals and new members.   
  
 Being able to cost effectively provide members with additional online services and membership benefits and being able to provide different levels of services to different membership levels can increase the attractiveness of your offerings, enable you to upsell your memberships and encourage members to continue to maintain their membership.   
  
 Key features include:  
  
 - Members can update there own details at any time  
 - Different levels of memberships can have access to different information/services  
 - Non-members (contacts or lapsed members) can also update details **Marketing Communications**  
  
Moving your communications from the traditional posting of letters also represents significant savings and flexibility. Many organisations are in-fact being pushed by there members and constituents to stop sending letters, in preference to email.   
  
 Whilst for many the transition from letters to email can take some time, even moving 50% of your communications will save money and benefit the environment. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project.  
  
 Key features include:  
 - Newsletters (as well as notifications to individuals) can be sent from the system  
 - Subsets of database can be chosen based on a range of profile information and/or custom segments  
 - Statistics are available to allow analysis of success of communication **Member Directory**  
  
In some cases the publication of certain membership details back to the website is necessary. This often occurs amongst networking groups or where members are organisations and the organisational details are being published.   
  
 These directories or lists can be published publicly or log in only areas. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project.  
  
 Key features include:  
  
 - Members receive directory listings as part of their membership benefits  
 - Details to be included in the directory can be configured  
 - The member directory can be filtered by a range of custom options **Event Administration**  
  
The 'back-office' activities required when running an event can be extensive and time consuming. Many however can be automated to some extent, which represents a significant saving of time and money.   
  
 Key features include:  
  
 - Seating allocation can be done automatically but with manual override as required  
 - Name tags can be automatically generated for event  
 - Follow up emails can be sent to both attendees and non-attendees after event **Website Content Management**  
  
Websites are a critical channel of communication for Associations. To keep a website up to date, fresh, relevant and attractive to search engines the content on the site should be modified and updated regularly. It is therefore essential that this task can be easily and quickly managed by non-technical personnel.   
  
 A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project.  
  
 Key features include:  
  
 - All site content can be managed by non-technical administrators  
 - Menu structures and Information Architectures (site maps) can managed  
 - Content approval workflow is supported **Resource Library**  
  
Many membership organisations have accumulated a considerable library of resources that need to be readily accessible to either to the public or, more often, available only to members as a benefit of membership.   
  
 The usefulness of this library is predicated on it being easily browsed or filtered via a variety of meta data relevant to the resources and their application.   
  
 Key features include:  
  
 - Resources within the resource library can be publicly available or restricted to members  
 - Metadata to be assigned to resources can be configured  
 - The resource library can be browsed by category or search/filtered by metadata **Online Store**  
  
Online stores, or mechanisms to purchase products and resources can drive considerable revenue for Associations. They are also becoming quicker and easier to build into online platforms. In combination with a willingness to purchase online, this means that the ability to generate revenue from selling merchandise and products via your website is becoming increasingly attainable and popular.   
  
 Online stores can range dramatically in complexity and sophistication, so truly specifying and costing this area of functionality can be difficult.   
  
 Key features include:  
  
 - Any number of categories/subcategories of products can be defined  
 - Online payment can be taken flexibly via payment systems  
 - Different shipping methods and pricing can be configured

# Price, Process, Timelines & Milestones

We intend to "go-to market" to finalise pricing, however we are provisionally recommending a project budget of **444**.

In addition to the financial costs, the project will also require the time, input and enthusiasm of the following team members listed in the Roles and Responsibilities section below.

## Timeline & milestones

The project duration is expected to be **10** days.

* The intended start date is: **20 August 2014**
* The target completion date is: **30 August 2014**

The project will include key milestones, these will help us monitor and keep the project on time and budget.

The milestones are not finalised, but are likely to include:

|  |  |
| --- | --- |
| Milestone name | Date |
| Project Commencement | 20 August 2014 |
| $MS\_2\_name$ | $MS\_2\_date$ |
| $MS\_3\_name$ | $MS\_3\_date$ |
| $MS\_etc\_name$ | $MS\_etc\_date$ |
| $MS\_etc\_name$ | $MS\_etc\_date$ |
| $MS\_complete\_name$ | 30 August 2014 |

# Internal team roles

Successful execution of the project will require the input and participation of a number of team members, these are listed below along with their anticipated roles and responsibilities.

The next stage of the project will include more detail on this including estimated effort and individual responsibilities.

## Project team

The project team leader is **ewrewrwwwww.**

|  |  |
| --- | --- |
| Team member | Role (title) |
| ewrewrwwwww | feddsfds |
| ewrewrwer | fsdfdsfds |

# Conclusion and Next steps

To achieve the benefits we propose to deliver the project following the milestones outlined.

The next step is to specify the project process and system functionality in greater detail. This will be captured in a 'Project details' document which will be the primary reference for all stakeholders.

Please contact ewrewrwwwww on vivek.mahajan@hit.com which questions and your feedback.