Project Layout

PROJECT INFORMATION

|  |  |
| --- | --- |
| The Capstone Project | Module 2: Exercise 2 |

PROJECT OVERVIEW

|  |  |
| --- | --- |
| Business Objectives | Diverse facilities and membership options, financial sustainability, quality services and amenities, encourage networking and customer attraction. |
| Project Deliveries | User-friendly and responsive website/app, secure user authentication, information filled webpages, functional amenities, appealing workplace design, easy booking systems, defined and clear privacy policy and terms of use. |
| Project Exclusions | Long-term accommodations, outdoor spaces, expansion to other campuses, safety inspections and affordability. |
| Constraints | Budget limitations, short opening hours, space limitations and competition with home offices, time restriction and website compatibility with modern browsers and devices. |
| Assumptions | Pleased and returning customers, appealing visuals, easy navigation, updated/reliable technology, launch day success and community involvement. |

Project Success Criteria

Does this list reflect needs from all relevant stakeholders?

|  |
| --- |
| The list reflects most interests except for pricing and working spaces. The pricing might be a bit steep for student entrepreneurs as well as private people and startup/small companies. When it comes to working spaces, the number of meeting rooms might be inadequate and the noise level in the open workspace could possibly disturb those around leading to less interest in using the facility. |

Are these "wishes" clear enough to guide the management and development of the project?

|  |
| --- |
| Yes, the wishes are clear enough for the development of this landing page as it includes all the necessary and required information to create a page visually appealing to users and keep them informed and satisfied with the products and services offered. |

What can be the success criteria for this project?

|  |
| --- |
| The success criteria for this project could be high and stable flow of customers, meaning that the project is giving a high- and stable-income flow whilst the customers leave with high/good recommendations for the project. 60% regular customers and the missing 40% is new customers. |

What can be a timeframe for a team of three people including you?

|  |
| --- |
| To give a rough estimate of what an appropriate timeframe to complete the project for a team of three people would be between 5 to 6 weeks. This could be done by breaking down the project, for example:  Week 1: Planning and research  Week 2-3: Creations and design  Week 4-5: Development and testing  Week 6: Final fixes and launch |