

Activity #1

Chapter 2 summary

1- Use short and brief one sentence to define the following:

- **How is a project initiated?**

Doing effort estimation, risk management and risk mitigation strategies, setting objectives, defining a project scope, and providing a project charter with the consensus of all stakeholders of course. As the project goes further, these activities will be refined or developed because at the initiation phase we don't have that much comprehensive understanding of every aspect.

- **What is a project charter?**

Is the official statement or document by the top management that shows the big picture of the organization including project goals and objectives and more importantly specifies the purpose of beginning of that project.

- **What is project scope?**

It shows the limitation area of different aspects of the project from start and end date, duration of each task, what needs to be done or not to reach the project objectives and also the quality level of the project. So, it clarifies what is in and out of the project. The keyword here is the defining boundaries of the project.

- **What are the objectives in a project?**

The project objective which is set by management is a/ set of clear, specific, measurable, achievable, relevant, and time constrained (SMART) goals for a project and must be met upon completing the project otherwise we call the project a failure. So, team members can use it as a guidance to achieve the goals of the project like increasing customer satisfaction to a specific extent at specific period and has vital impacts.

- **What project activities are performed during project initiation?**

1. Estimate initial project size
2. Estimate initial project budget (but can cover cost and has conflict with no 3)
3. Estimate initial Project effort and costs
4. Estimate initial Project schedule
5. Project scope and project objectives

2- Give an idea of a project and in few words give an example of the following:

- **Project Charter:**

My project is to create an online hair shop that provides high-quality hair care products specifically designed for unprofessional customers and beauty enthusiasts, help them to improve their hair health and happiness.

- **Project Scope:**

The online shop will feature a user-friendly mobile app linked to Instagram, provides selection of hair care products, educational content on hair care, customer reviews, and a blog to engage more users. The project will be delivered within 6 months from the date starting the project and will have the capability of handling a base of 5000 users daily.

SOEN6841 (winter 25)

- **Project Objectives:**

- Convert 60% of potential app and Instagram users into paying customers within the first 6 months
- Achieve a 25% increase in sales within the first year of operation.
- Establish a community of at least 1,000 engaged users on social media platforms within 6 months of launch

Hanieh Maleki
Student ID: 40217050