**U3 Notes:**

Drivers: the motivation behind the project, the driving force for it

Outcomes:

Budgets: how much you can spend on the project, and how much funding can be allocated to each area of the projects development such as advertisement and coding and graphics design.

Project manager : converts the clients ideas into instructions for the developers to follow

Clients: gives feasible ideas for what they want

Specialists:

AO1 Demonstrate knowledge and understanding of the project planning and management concepts, processes and life cycle

AO2 Apply knowledge and understanding of computing management tools, techniques and procedures to explore outcomes and find solutions to

Problems

AO3 Analyse data and information; recognise patterns, correlations and connections in order to solve problems and predict outcomes

AO4 Evaluate project planning and management tools, techniques, procedures, outcomes and solutions to make reasoned judgements and decisions

AO5 Be able to plan a computing project and manage it throughout its life cycle, with appropriate justification

https://www.mileiq.com/en-gb/blog/smart-business-goals/#:~:text=Clearly%2C%20SMART%20is%20an%20acronym,to%20achieve%20%E2%80%93%20and%20by%20when.

SMART is an acronym. It stands for Specific, Measurable, Achievable, Relevant and Time-bound.

SMART goals are strategically designed to give any business project structure and support and to set out more clearly what you want to achieve – and by when.

### Specific

What do you truly want to accomplish? Specifically. You might have written mission statements before. Well, this is the mission statement for your goal. To help formulate some answers here, think about your goal in terms of the six Ws:

* Who will you involve to help achieve the goal? A question that is especially important if you’re getting a team involved.
* When do you want to complete the objective? More about this under ‘T’, but it’s prudent to have a broad timeframe.
* What are you trying to achieve? Be precise and detailed.
* What obstacles stand in your path? Identifying potential hazards can help you determine if your goal is feasible. As an example, if you aim to open a copywriting business, but you’ve never written copy before, maybe adjust your goal to “Learn how to write copy so I can start a copywriting business.”
* Where will this happen? Not always applicable to everyone but if you specifically need things to happen in Edinburgh or New York, say so here.
* Why are you doing this? What’s the purpose of the goal? If you’re self-employed, the answer will probably be to drive the business forward. But try to make this a more-specific objective. For example, ‘to take 22 percent market share off Competitor X’.

### Measurable

How will you measure progress against your goal? Making goals measurable ensures that they’re more tangible and attainable. It gives you a way of evaluating progress. Will the project take a few weeks or more? Consider setting a few milestones along the way by thinking about what micro-tasks you or your team can complete at various points.

### Achievable

How important is the goal to you? How can you make it happen? Do you need to develop new skills or embrace new technology? It’s key not to get discouraged. Goals are designed to motivate you, to get you out of bed each day determined to move one step closer.

So what do you need to do to achieve the goal? Can you get there within your current skill set? Think about what needs to change to get you there.

### Relevant

Relevance means focusing on your wider business goals. You might be launching a new product. So your goals should be in tune with the business’ overall objectives. Your team might have a product that’s ideal for the Chinese market, but if Far-East expansion isn’t on the company’s agenda, it’s not a worthwhile goal.

### Time-bound

You could say, “I’m going to increase productivity by 23 percent,” which would be nice and specific. However, as a goal, it’s useless without setting a specific timeframe in which you want things to happen. You’ll put events off, you’ll let things drift, and it won’t seem to matter because you hadn’t nailed anything down to a set timeframe.

Coming up with a realistic deliverable date is vital. You’ll have to ask yourself precise questions about the timeframe you set and whether it’s genuinely feasible. Work backwards and see if your various staging posts will work. Then add in a little wriggle room in case of unforeseen circumstances.

If you decide your goal will take nine months to achieve, determine what you should have achieved by three months, or at the halfway point, or after six months. With time constraints in place, you’ll have a sense of urgency.

https://iso25000.com/index.php/en/iso-25000-standards/iso-25010

ISO 25010

