

# Purpose

---

- ❖ Give basis for the management decision of project approval
- ❖ Describes
  - ❖ Necessity of project
  - ❖ Feasibility of project
  - ❖ Affordability of project
  - ❖ Market and economic effect of project



# Outline

---

- ❖ Initial situation
- ❖ General conditions and constraints
- ❖ Project objectives and system concepts
- ❖ Opportunities and risks
- ❖ Planning



# Initial Situation – Content

---

- ❖ Describe current situation
- ❖ Need for action is clearly visible
  - ❖ This may lead into a new system / product



# Initial Situation – Driving Questions

---

- ❖ What are our abilities? What can we do now?
- ❖ What shall be our abilities? What do we want to do in the future?
- ❖ What is the gap?
  - ❖ What are we currently missing to get the desirable abilities?



# General Conditions and Constraints – Content

---

- ✧ Describe the frame work conditions
  - ✧ Budget situation
  - ✧ Organizational constraints
  - ✧ Technical constraints
  - ✧ ...



# General Conditions and Constraints – Driving Questions(1)

---

- ❖ Framework conditions
  - ❖ What is our budget situation?
  - ❖ What is our know-how?
  - ❖ With whom can we cooperate?
  - ❖ Which commitments do we have to our partners?
  - ❖ Which commitments do we have in terms of deadlines?



# General Conditions and Constraints – Driving Questions(2)

---

- ❖ Technical conditions
  - ❖ Which development environment and platform is available?
  - ❖ Which IT infrastructure is available?
  - ❖ Which standards and regulations have to be considered?



# Project Objectives and System Concepts – Outline

---

- ❖ Describe your concept or vision of a new system
- ❖ Describe it without technical details
- ❖ Convey your basic idea and how it brings us to the desired state as described in “Initial Situation”



# Opportunities and Risks – Outline

---

- ❖ Make a market analysis
  - ❖ List potential customers
  - ❖ Estimate your chances to make profit
  - ❖ Estimate your risk to fail and make loss



# Planning – Content

---

- ❖ List the rough project milestones
- ❖ Assign project lead and other outstanding roles to team members
- ❖ Give a rough estimate how many resources you need
  - ❖ Human resources
  - ❖ Licenses
  - ❖ etc.



# Planning – Driving Questions

---

- ❖ When will the project end?
- ❖ When will be a first prototype available
- ❖ When will the project start?
- ❖ When does implementation work start?
- ❖ What are the big blocks of work to be done?
- ❖ Is this work doable in the given period of time?
- ❖ Do we need any other stuff to make our work (licenses, servers, ...)?