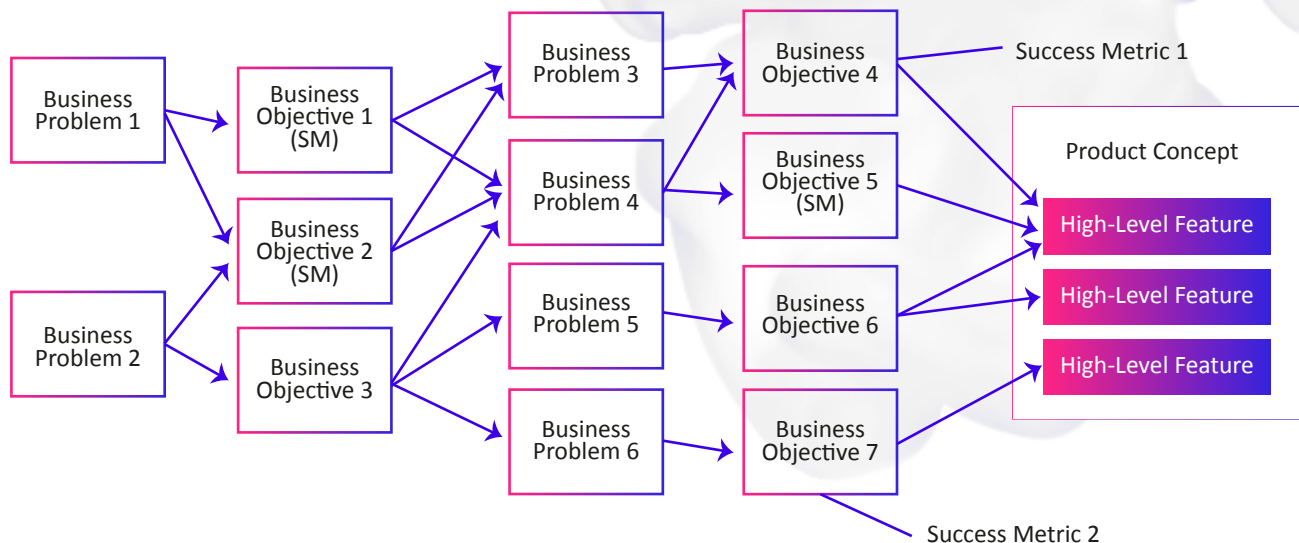


The Business Objectives Model Defined

The Business Objectives Model is an RML® objectives model that illustrates the value that a project will bring to the customer. Utilizing the Business Objectives Model (BOM) guides the identification of appropriate Business Objectives and the process of selecting in-scope features.

The Business Objectives Model



BOM Definitions

BOM Term	Definition	Commonly Used Alternative Names	Questions to Ask to Identify
Business Problem	Describes an issue that is preventing the business from achieving its goals.	Pain Points, Opportunities	What problem does this product solve? Keep asking the question “why is that a problem?” until you reach “money” in the answer.
Business Objective	Measureable target that specifies when the business problem has been solved.	Sales Targets, Senior Management Goals, Business Requirements, Needs	What metrics can we use to determine that we have solved the business problem?
Product Concept	Vision of the actual solution that the business chooses to implement in order to meet the business objective. It is typically described by a list of high-level features.	Project Vision, Mission Statement	What are we building? What products must be built for each of the business strategies, in order to meet the business objectives?
Success Metrics	Business objectives that will be measured to determine the success of the project, or additional “proxy” measures that are related to the solution.	Project Management Targets, Product Targets	Which metrics can determine if the product built is a success? How will we know if it fully addresses the intended business objectives?

Example: Identifying Business Problems and Objectives

A mock-project to build a mobile Scrabble™ game demonstrates the process of starting with a Product Concept and working up the chain to determine Business Problems and a Business Objective. Note the problem definition finally becomes one of money.

Analyst's Questions	Executive's Answers
Why would you want to build a Scrabble app for mobile devices?	Because our competitors' games are on mobile platforms.
Why do you care if your competitors' games are on mobile platforms?	Because our competitors have shown an increase in revenue by building mobile apps.
Why is their revenue growing?	Because mobile apps target a market, 14-25 year olds, that does not purchase board games.
What kind of growth do you want?	25% growth in that 14-25 market group.
What kind of overall growth do you want?	20% increase in revenue over the next year.

Example: Completed Business Objectives Model

Using the Business Objectives in combination with the Business Problem, the Success Metrics and Product Concept are defined.

Those are then used to identify the High-Level Features of the mock-project mobile Scrabble™ game.

