Title Page

May Include:

- Title
- Subtitle
- Version Number
- Updated Date
- Updated By
- Editors

Introductions

May include:

- Stakeholders
- Company Background
- Project brief
- Problem statement

Body

May include:

- Core project objectives (Related to business goals + Strategic plan) e.g.:
    - Increase customer market % through better online visibility
    - Enable follow up communication after purchase to allow for increase in repeat customer traffic.
    - Allow Operational staff to monitor and track customer metrics to better measure customer satisfaction and staff performance.
    - Improve digital technology integration with business processes to improve customer satisfaction.
- Existing solution?
- Major Deliverables
    - Documents? (And who's signing them off)
    - Application – Key expectations/components
    - Any follow up?
- Assumptions
- Constraints

Sign off

- Company and Client Sign-off + Date