1. Objective

Musicianship as foundation

Becoming an outstanding entertainer

8. Constraints

Orginality

High Quality Sound

Time



4. Description &  
 Requirements

Marketing and exposure

Minor detais

(Singhal & Bhatt 2017)

People who love art

9. Assumptions

Popularity

Respect

Diversity

5. Value  
 Propositions

Consumer experiences relaxation.

Experience and financial gain

(Verzuh 2016)

7. Scope  
 Statement

$50,000

6-12 months

Kevin Hart

6. Stakeholders  
 (Core Team)

Entertainment skills coach

Agent

Marketer

Hubert Christopher Maxwell

12. Deliverables

Emotional connection

Musician Artist/Producer Portfolio

11. Success  
 Criteria

Cult Fan Base

1000 Radio Station Playlist

Insert Citation here

100 million certified units

10. Dependencies

Impact

Exposure

Range

13. Project Start  
 & Finish Dates

01/13/2019 – 10/13/2019

**Project Definition Mind Map**

**2. Detha**

Do Everything That Helps Advance

By: Hubert Christopher Maxwell  
11/27/2018

|  | |
| --- | --- |
| **1. Objective** | * **Problem Statement, Need, and/or Opportunity to seize**: Becoming an outstanding individual in the entertainment industry using musicianship as the foundation. * **Combined Purpose and Proposed Solution**: Doing what I love to make me money. |
| **2. Project’s Title** | * Detha |
| **3. Project’s Slogan** | * Do everything that helps advance |
| **4. Project Description  & Requirements** | * **Human Desirability**: My focus is on the people who love art not the causal music listener. * **Business Viability**: It is possible to finish this project successfully under budget. It will take more in the field marketing and exposure than internet advertisement. * **Technical Feasibility**: My team will have enough time to finish the project early the more important minor details will be the area that will cause the most delay if any, but for a higher percent chance of success we will have to utilize any spare time available to its optimum potential for an excellent outcome to ever occur. * “By "share it," we mean share it with the right people, using the right message, at the right time, and through the right channel.” (Singhal & Bhatt) |
| **5. Value Propositions** | * **Customer/Client Benefits**: A moment to relax and feel different types of emotion while absorbing ideas that could have a positive effect on the lives and problems. * **Teammate’s Benefits**: Experience, Exposure and Financial Gain. * **Project’s Differentiation**: Message, Sound and Feelings given. * “uncovering problems to solve and bringing a fresh insight to solving the problem.” (Verzuh 2016) |
| **6. Stakeholders’ Profiles** | * **Project Manager’s name and possible necessary approvals**: Hubert Christopher Maxwell * **Core Teammate 1**: Entertainment Skills Coach * **Core Teammate 2**: Agent * **Core Teammate 3**: Journalist/Marketing Team |
| **7. Scope Statement** | * **Project’s Cost Estimate**: $50,000 * **Project’s Estimated Duration**: 6-12 months * **Similar model project and/or competitor’s project/product:** Donald Glover (Childish Gambino) * **Brief and Basic Scope Statement template**: I believe my project will cost around $10,000 at the least. |
| **8. Project Constraints** | * It is possible the project will not seem completely original and unique. * Creating a high-quality sound could be difficult. * The length of time could possibly not be enough to get the message across to the masses. |
| **9. Assumptions** | * Popularity among listeners in the society that is chosen is uncertain. * The amount of respect the project will gain is uncertain. * For some the project will not be diverse enough |
| **10. Dependencies** | * Exposure * Impact * Range of playable settings/area |
| **11. Success Criteria** | * Until I have 100 million certified units as stated by the RIAA * Acquire a cult like fan base * Get on the 1000 radio stations daily playlist |
| **12. Deliverables** | * **MVP**: Emotional connection for self growth, love and understanding * **One Final Deliverable**: Musician Artist/Producer Portfolio |
| **13. Realistic Project   Start Date   & (Expected)  Completion Date** | * **Project’s Start Date**: 01/13/2019 * **Finish Date**: 10/13/2019 |



|  |  |
| --- | --- |
| **Week 1 References** | **Week 1 (in-text) Citations** |
| The Music Industry Formula for Success Does Exist <https://www.huffingtonpost.com/patrick-hess/the-music-industry-formul_b_5783810.html>) | **Success Criteria**: Fans, Demand and financial growth |
| Arun Singhal and Puja Bhatt (2017) 9 Habits of Project Leaders. Pennsyvania Pr;oject Management Institute, Inc. | **Project Description**: “By "share it," we mean share it with the right people, using the right message, at the right time, and through the right channel.” (Singhal & Bhatt) |
| Eric Verzuh (2016) The Fast Forward MBA in Project Management (fifth edition). New Jersey: John Wiley & Sons, Inc | **Value Proposition(s)**: “uncovering problems to solve and bringing a fresh insight to solving the problem.” (Verzuh) |
|  | **Model Project (Scope)**: Kevin Hart |