

# Scope

- **Project scope** or **product scope**?
- Is it **fixed** or **flexible**?



*Let's use the Shawpe Lifestyle Centre project—the independent case study part of this course—to understand these terms better.*

## PROJECT SCOPE

The **project scope** of the Shawpe Lifestyle Centre is to complete a construction project and engage a sales and marketing project to fill it with tenants over time.

## PRODUCT SCOPE

The **product scope** is the completed revitalization of Oasestown with bespoke (customized) spaces for commercial and community tenants.

## FIXED

The scope of the construction project is **fixed**. It's based on finalized blueprints and building compliance requirements with little room for change. . . and a specific timeline!

## FLEXIBLE

The scope of the sales and marketing project is **flexible**. It depends on the timely completion of the construction project, market forces, and the customer's desired design. The team will derive as much value as possible, as early as possible, by working iteratively and incrementally.