1 Business case (analysis and justification) Part 1(15分):

Incentive(s) to create your product – is there a profit opportunity and a public demand for this product? Describe the target audience who would benefit from your product. Is there an individual challenge associated with this effort?

The small and middle-size enterprises who need timely loans.

The main challenge of the SMEs are lack of professional ways to get timely loans for themselves, especially for the current market situation that there are abundant companies in the market struggling with the loan dilemma and the loan market for the SMEs is not

2 Business case (analysis and justification) Part 2（15分）:

Cost / benefit analysis – identify components of the project (personnel and other resources) which are likely to require funding (include the project team members' time and effort). Also, describe the (high level) benefits that people could derive from using this product. Be sure to categorize benefits as “hard” or “soft”, as discussed in the lecture.

The main components of the project which are likely to require funding is the rent the cloud-based server which as the back end of the platform.

The “hard” benefits for this project is deliver a preliminary

3 Complete the brief Project Abstract (~150 words) , the following items should be included （60分）:

1）. Short summary of the project

2）. Motivation (business justification)

3）. Anticipated challenges (technical and other)

4）. Major tasks envisioned

5）. Final deliverables

Your Instructors will review your Abstracts and discuss the recommendations (official OK to proceed or recommended revisions) at the start of next lab. This review / decision is intended to (early in the process) catch and filter out ideas which may be infeasible based on this level of description. This is the first of 2 project approval gates (the second coming after your formal Project Proposal has been created and presented during the Requirements phase).

4 Selection of Team Project Manager and roles of non PM team members (10分):

Write down the role of each team member in the following format:

Chinese Name:

Role:

Tasks:

Things to be learned:

​1）Roles / responsibilities of the project manager include:

​Development the work plan and schedule, including updates as necessary

​Monitor project status on an on-going basis and communicate to stakeholders (in this case your instructor ​ ​and TA) on a timely basis.

Organize and coordinate the weekly team“huddles”, including creating an agenda for each meeting

The project manager may delegate any of these responsibilities to other members of the team as per his / her discretion.

As proof of the above work, each PM should keep a comprehensive record of the managing work.

It is key that the project manager be ultimately responsible for the execution of the project, but all team members are equal owners of the outcome. Therefore, it is critical that the PM be totally respectful of the other team members (as opposed to dictating the process) and serve as an enabler to the team. An important aspect of this role is to ensure that all members are fully utilized throughout the entire project and are assigned tasks that best suit their skills and preferences.

2） Roles and responsibilities of (non PM) team members may include:

business designer

technical designer

application developer

data analyst

planner and scheduler – either PM or delegated

scribe – status reporting, technical and other project documents, etc.

Other roles as dictated by the nature of the project

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