

Project Outline

Project Outline Document

Title:

Aim:

Objectives:

Facilities Required:

Tutor:

To be submitted by: 30th August 2019

Project Aim

Project aims are a statement of the overall “**Why**” of the project.

A project aim is a statement starting with the words: “The aim of this project is...”

That statement tells the reader

- what your **overall goal/purpose** is;
- what it is you want to **achieve**;
- **Broad and introductory**. Does not go into details or describe specific tasks.

Writing Project Aim

- Read around your subject
- Analyse previous studies in the area
- Identify the problem which requires solution
 - Identify specific problem from specific field or area

Example

The aim of this project is to develop an interactive voting system with which users can participate using their mobile phone. The project will involve three phases: the development of a graphical front-end to the voting system; the development of a method of interaction with mobile phones, and the development of a web-based administration tool.

Example

This project aims to develop an open-source platform that enables applications to negotiate Cloud services as requested by their users. The platform will facilitate competition between Cloud providers, who, in return, will be able to reach customers they could not reach before.

This project aims to develop a web platform that enables entrepreneurs without any programming knowledge to build their e-commerce website. This platform will facilitate users to develop e-commerce websites by just providing the intended contents to the platform.

Project Objectives

- Project objectives tell the “**How**” of the project aim.
- Specific statements on key issues to be focused on
- You want to achieve your goal and the objectives state how this will be done:
 - what major tasks will be undertaken and
 - what your major targets are.

Most projects will have between three and five objectives. A project objective is usually a statement starting with the words “To...”

Project Objectives

- Objectives
 - are the concrete statements that describe the things a project is trying to achieve;
 - should be written so that they can be evaluated at the conclusion of a project to see whether they have been achieved.
- One technique for writing an objective is to make sure that it is **SMART** -
 - **Specific**,
 - **Measurable**,
 - **Attainable/Achievable**,
 - **Realistic**, and
 - **Time-bound**.
- (Note that an objective does not have to use the SMART technique to still be valid.)



Writing Project Objectives

How to Write Project Objectives

A popular rule for writing good objectives is that they be **SMART** objectives. The characteristics of a SMART objective are:

- **Specific**: The objective tells exactly what, where, and how the problem or need is to be addressed.
- **Measurable**: The objective tells exactly how much, how many, and how well the problem/need will be resolved.

Project Objectives

How to Write Project Objectives

- **Action-oriented**: The objective uses "activity indicators" to ensure that something will be done. As with goal-setting, use action-oriented verbs such as deliver, implement, establish, and supply.
- **Realistic**: The objective is a result that can be achieved in the time allowed.
- **Time-bound**: The objective includes a specific date for its achievement.

Project Objectives

An example of an objective statement might be

- to upgrade the helpdesk telephone system by December 31 2008
- to achieve average client wait times of no more than two minutes

The objective seems fairly **specific** in its statement about upgrading the phone system.

The objective is **measurable** in terms of the average client wait times the new phone system is trying to achieve.

You can assume that the objective is **achievable** and **realistic** by this project team.

The objective is **time-bound** and should be completed by December 31 2008.

Project Objectives

- Objectives are deliverable based.
- Objectives should make reference to the deliverables of the project
- Examples of specific objectives
 - To develop and test new ...
 - To improve the accuracy, performance and portability of
 - To enhance
 - To produce

Project Objectives

Objectives are important because:

- They are in **business terms**.
- Once they are approved, they represent an agreement between the project manager and the project sponsor (and other major stakeholders) on the main purpose of the project.
- The specific deliverables of an IT project e.g., may or may not make sense to the project sponsor. However, the objectives should be written in a way that they are understandable by all of the project stakeholders.

Project Objectives

Objectives are important because:

- They help **frame the project**.
 - If you know the project objectives, you can determine the **deliverables** needed to achieve the objectives.
 - The deliverables will help you identify risks and allows you to provide estimates on **effort, duration and cost**.
 - Once the project starts, you can **validate** that all of the work that you are performing will ultimately help you achieve one or more project objectives.

Project Objectives

Objectives are important because:

- They help you **declare success**.
- At the end of the project, you should be able to talk to your sponsor to determine whether everything expected in the project objectives has, in fact, been achieved.
- If all of the objectives were not fully met, you *may* still be able to declare partial success.

Project Objectives

- The project objectives should be defined and agreed upon before the project starts.
- The deliverables of the project are created based on the objectives
 - not the other way around. That is, you don't agree on the deliverables first and then establish objectives to match.
- You must understand the objectives of a project and then determine the deliverables that are needed to achieve them.
- You would then structure the entire project to meet the project objectives