1. Determining scope
   1. What we’re building and what we’re not
   2. **Takeaway!**
      1. When it comes to interacting with clients, partners or fellow team members:
         1. Silence equals agreement
2. Controlling scope creep
   1. During the initial stages of any project, you can bet on two things happening:
      1. Everybody and their brother will have ideas about features. Your team, the client’s team, end users, customers, the CEO’s ex-wife, etc.
      2. There will be a significant number of questions surrounding content, features and functions that no one has the answer to.
   2. Document assumptions for anything you don’t know.
      1. The scope of work and estimated cost assumes that we will not integrate data or facilitate the exchange of secure data from the website to the reporting system
      2. We will provide a direct link on the home page of the website which will take the sure to the login screen of the reporting system, where they will enter their login credentials.
      3. Any functionality beyond this will be estimated separately
      4. You just described what you are agreeing to do very clearly, and you are stating that anything outside this will take more time and cost more money.
      5. You are also helping the client in pointing out that this is a topic that needs to be discussed further if it matters to them.
      6. For every similar instance, you add an assumption. Until you have a page containing a list of assumptions for your proposal and contract for services.
   3. Document what you’re doing right now
      1. While this is certainly the time for idea generation and brainstorming, it’s also important to draw a clear line between what’s doable right now versus what has to wait for later
         1. Every additional feature requires time, budget and talent
            1. Which may or may not have
         2. Anything can be done. The question is how long will it take to do it?
         3. When you don’t know the answer to that question, you keep a running list that you have to pay attention to.
   4. **Takeaway**!
      1. If you’re doing without a list. You are guessing. Write it down

Smart Project Scoping

1. Buy a feature game
   1. Simple and effective game for getting people to choose features they’d like to see in the finished website
   2. The players are prospective users but it’s just as valuable with a client
   3. Focus on what’s really most important
2. Create a list of website features
   1. Create a list of features for a made-up website
      1. No more than 30 features total consider:
         1. Features suggested by users
         2. Features suggested by your client
         3. Features that have been implemented by rival websites
      2. Features should be user-focused
      3. Each feature should include a name and short description outlining what the feature is and what the benefits to that user are.
3. Assign a price to each feature
   1. Give each feature a price related to the complexity to implement the feature
   2. Prices should be relative so a feature that’s twice as complex as another should be twice as expensive
   3. Illustrates differences in complexity
   4. Create a feature cards that outline the feature name, what it does and how much it costs
   5. Decide how much money to give each player to spend on features
      1. Not too much or people won’t have to think hard enough about the features they buy
      2. Not too little, they won’t be able to buy the features they need
      3. Giving them enough money to buy between ½ and 1/3 of the features available usually works well.
4. Play the game
   1. Hand out the money and the features list and start the game
      1. You play the role of shop keeper, answering questions and taking payment when a feature is purchased.
      2. In order to buy a feature, players have to explain why they want that feature.
      3. The game continues until all money is spent, or players are done buying.