|  |  |
| --- | --- |
| **ORIGIN *I* SOURCE** | **COMMENT** |
| **Has the project grown from:** |  |
| * Policy, strategy, Business plan | Strategy, Business Plan, |
| * A problem or problems and associated frustrations | No native ownership of software |
| * An identified need which arose in response to   + Internal or   + External factor/factors | Generate more revenue for the company.  Explore the Nigerian and move into African market.  To increase revenue for Merchants.  Boost customer retention for Merchants  Give end users more value for money  Provide value added services |
| * Someone's good idea | Yes. |
| * Panic! |  |
| * Other.......? | Staying ahead of the company’s competition |
| **What implications might this origin have**  **for the project and its management?** | Resources have to multi task, spend time and research.  Management support via providing the resources like time, new tools and business intelligence, |
| **What implications might this have for**  **your role in the project?** | Give your best as a developer  A lot of research required for release management.  Detailed documentation for testing etc. |
| **What implications might this have for the**  **project team?** | Improved team bonding  Skill acquisition and improvement |
| **What implications does this have for**  **stakeholders?** | Financial commitment from internal management in development.  Revenue generation for Telcos, Merchants and Operator  Financial commitment for Telcos in marketing.  Provision of VAS for Merchants and Telcos  Customer satisfaction for end user |
| **Who initiated the project?** | The Company |
| * Senior management | Senior Management |
| * Staff |
| * Another department |
| * Customers |
| * Partners |
| * You |
| * Your team or department |
| * An external body or agency |
| **What implications does this have for the**  **project?** | The project is fully supported by management |
|  |  |

**PROJECT MANAGEMENT TOOL 1**

**Project Origin and Source Analysis**

**Project: Avante Loyalty Project Manager:**

|  |  |
| --- | --- |
| **ORIGIN *I* SOURCE** | **COMMENT** |
| **What is the overall aim of the project?** | Build a world class loyalty application  Should have a positive impact on the finances of the loyalty members and the Merchant. |
| **EXPANSION**   * To broaden the scope of service, market, enterprise * To develop a new product * To increase productivity      * To make use of potential or underused resources * To reduce dependency on resources, systems, processes * To respond to opportunities, problems and the need for change | To broaden the scope of service, market, enterprise  To develop a new product  To respond to opportunities, problems and the need for change |
| **REPLACEMENT**   * To renew or replace resources or equipment * To increase throughput * To re-deploy resources |  |
| **INCREASED EFFICIENCY**   * To reduce costs of people, wastage, service delivery, production etc. | Increased service delivery and customer satisfaction.  Encouraging repeat business |
| **OTHER** |  |

Given this analysis, what further information do you need to gather?

* Review functionality and penetration of other Loyalty applications.

What do you need to take into account in setting the project objectives and managing the project?

* Time and money
* Skilled Resources
* Technical limitations
* Market Adoption
* Campaign Management

What action do you need to take? :

* Now:

Define, Plan and start building

Survey

Sale and Marketing Strategy

* As the project unfolds:

Test, Optimise,

DATE: SIGNED: