

Overview

Introduce the key components of the project. Consider your client's needs and why they engaged you to complete the project.

What is the problem that you need to solve?

List your assumptions about the client. How do they impact the solution?

Who are the main stakeholders? What are they responsible for?

Why did you select these stakeholders?

Scope

This section sets the foundation for your project and is important for gaining consensus from all stakeholders on what the project will entail.

Include a broad description of all of the deliverables you'll provide to the client and of every activity that'll occur.

Delineate what's required in the project and explain what won't be included.

Why did you include these deliverables? Why did you exclude certain tasks?

Objectives

You described the client's needs in general terms in the Overview section. Now, you should list the objectives in more detail. Quantify the expected results with as much specificity as possible. Use the **SMART** (Specific, Measurable, Attainable, Realistic, and Timely) criteria to articulate your objectives.

What are the main objectives for this project?

Why did you select these objectives?

Outstanding Questions

What follow-up questions would you ask the client to elaborate on your project plan?

Why would you ask them?