PROJECT SCOPE STATEMENT

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Document History			
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1 Project scope overview

The purpose of this document is to provide a baseline understanding of the scope of a project to include the project's scope and deliverables, the work required to complete the deliverables, and ensure a common understanding of the project's scope among all stakeholders.

The Project Scope Statement defines the following:

- Purpose and Justification of the Project

- Scope Description

- High Level Project Requirements

- Project Boundaries

- Project Deliverables

- Project Success Criteria

- Project Constraints

2 Purpose and Justification of the Project

This chapter will elaborate the reasons for choosing this project and the objectives to be achieved through the implementation of this project from two aspects.

First of all, from the perspective of supporting and matching the development goals of the enterprise, the main goals of the enterprise include：

1. Keep making money

2. Maintain old users and find new users

3. Continuously explore market segment opportunities through value-added services and user demand analysis

Based on the above three goals, three optional projects are analyzed.

Project Scope Statement

Project 1 belongs to the traditional business field. All airlines and ticketing companies already have mature ticketing and booking systems. It will be difficult to create more value-added services for customers to implement this project, and it will require old users to change their habits to adapt. New system.

Project 2 belongs to the field of customer relationship management. It analyzes the consumption habits of frequent travelers through 7P concepts (Profiling, Persistency, Profitability, Performance, Prospecting, Product, Promotionn), and improves customer satisfaction through various incentives. Attract new users. In addition, by tracking customers' consumption habits, it helps to tap potential needs and incubate value-added services to create value growth points for enterprises.

Project 3 belongs to the traditional business area. Similar to Project 1, all airlines and airport operating companies already have mature lounge service management systems. It will be difficult to implement this project to create more value-added services for customers.

Clearly, project 2 is more aligned with the enterprise's development goals.

The following analysis is made **from the perspective of the project's enforceability, the resources required for execution, and the foreseeable risks**.

Project 1 has a high risk, and the low risk score is 60. The specific analysis is as follows:

- Scope: The scope of the project involves internal and external scopes. The internal scope includes at least the sales department, financial department and operation department, and the external scope includes at least each airline, each payment channel and ticket agency. There are many parties involved in the project and the needs are complex, and the problem of ambiguous project scope may arise.

- Time: The project involves almost all customers, internal core business departments and external companies. Due to the large number of related parties and complex business logic, the project will take no less than 6 months to implement.

- Cost: The internal system structure of the project is complex, system boundaries and external interactions are many, and there may be problems of scope expansion and project delay, and the overall project cost is high.

Project Scope Statement

Project 2 has certain risks. The low risk score is 80. The specific analysis is as follows:

- Scope: The scope of the project is mainly concentrated within the enterprise, including sales department, financial department and operation department. The relevant parties of the project are based on the internal enterprise, and the scope of the project is relatively clear.

- Time: The project involves the core business departments of the enterprise, but mainly focuses on customer management and service. The time required for project implementation is no less than 3 months.

- Cost: As the core of customer relationship management, the project boundary is relatively clear, related parties are concentrated within the enterprise, and the overall project cost is moderate.

Project 3 has a higher risk, and the low risk score is 60. The specific analysis is as follows:

- Scope: The scope of the project involves internal and external scopes. The internal scope includes at least the sales department, financial department and operation department, and the external scope includes at least airlines and airport operating companies. There are many parties involved in the project and the needs are complex, and the problem of ambiguous project scope may arise.

- Time: The project involves almost all customers, internal core business departments and external companies. Due to the large number of related parties, the project will take no less than 6 months to implement.

- Cost: Cost: The internal system structure of the project is complex, system boundaries and external interactions are many, and there may be problems with scope expansion and project delay, and the overall cost of the project is relatively high.

Thus, project 2 requires relatively small resources for execution and has relatively low foreseeable execution risks.

This project (Project 2) was selected based on the analysis of the matching degree with the enterprise goal and the analysis of the execution difficulty of the project.

3   Scope Description

The scope of this project is planning, design, build and implement a customer loyalty management system, through the study of the statistical analysis of customer consumption in air travel, and according to different consumer behavior through the integral form of the cumulative, create and maintain a points system, to ensure that users can, through the integration of the consumption for different integral lines can exchange for different gifts, in addition, as the clients receive the accumulative integral number, also the hierarchical management system the customers, to ensure that the targeted for different consumption levels of customers to provide differentiated services and information push.

4   High Level Project Requirements

This project has a high degree of matching with the company's strategic goals and conforms to the company's corporate development goals. It has been approved for implementation. Several requirements must be met during the successful execution of the project. The high-level requirements that have been determined for this project are as follows:

1. The consumption trend of the customer's entire life cycle can be analyzed through this system

2. Point reward exchange recommendation can be made based on customer's consumption behavior

3. A list of customers who may be facing churn problems based on customer consumption behavior analysis

4. Can be accessed from the office or remotely

5   Project Boundaries

The scope of this project includes planning, design, construction and implementation of a system for the company's customer loyalty management. This includes the collection of requirements, the collection of all the opinions, concepts, technical design and coding work of the project team

members on the system, system testing and troubleshooting, etc. It also includes the system user manual and training on operating the system.

The scope of this project does not include the implementation of the infrastructure required for system operation, and the implementation of privacy protection strategies based on the regulatory requirements of different countries.

6 Project Deliverables

There are several deliverables which will be produced as a result of the successful completion of this project. If all of the following deliverables are not met then the project will not be considered successful. The Project Manager is responsible for ensuring the completion of these deliverables.

1. Final system(include Functionality implementation): A system that has been tested and meets all functional requirements

2. Justification for project selection: Reasons for choosing this project, including at least enterprise-level reasons and project-level reasons

3. Business case: a proven business case analysis supported by industry data

4. Project charter: Basically cover the management methods and related regulations of all aspects of daily management of project implementation, and have been approved by the project team before project implementation

5. Project Scope Statement: A clear statement of the specific scope of the implementation of the project, the boundary conditions of the project, the constraints and assumptions of the implementation of the project, and the approval of the project team before the implementation of the project

6. WBS and project schedule: Dismantle tasks during the entire execution of this project to ensure that all tasks are disassembled into the smallest implementable unit, and approved by the project team before the project is executed

7. Risk management: Prejudge, identify, and analyze various risks that may be foreseen during the implementation of this project, and promptly handle and track various risk situations during the implementation of the project

8. Effort/Cost estimation: Analyze all the resources (at least covering economic resources, time resources, and human resources) required for the implementation of this project, and propose a response plan for the acquisition of unexpected resources encountered during the implementation of the project. Approved by the project team before project execution

9.Demonstration of project execution: According to the high-level requirements and requirements summary of this project, develop a prototype system, and perform rapid iteration based on the prototype system

10. Evidence of effective use of version control system: version control of the phased version during the execution of this project through the GitHub system

11. Project closing and lesson learnt: formal project closing and lesson learnt analysis

12. Meeting records: The meeting minutes formed after each weekly meeting in the project team should at least include the meeting time, participants, the subject of the meeting, the next step and the person in charge, etc.

13. User interface prototype: A set of user interface prototypes that meet the requirements of this project.

7 Project Success Criteria

Acceptance criteria have been established for this project to ensure thorough vetting and successful completion of the project. The acceptance criteria are both qualitative and quantitative in nature. All acceptance criteria must be met in order to achieve success for this project:

1. Meet all deliverables within scheduled time and budget tolerances.

2. Reduce customer churn by at least 20%.

3. Reduce budget overruns by at least 30%.

4. Improve the accuracy of product/service push information by at least 20%.

5. Accomplish an overall performance improvement in program metrics.