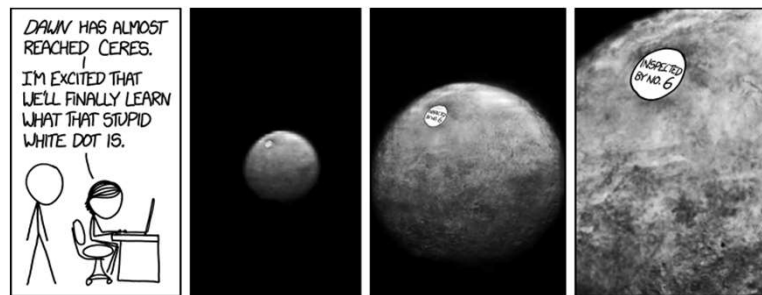


Mission Statement

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1

What is a **mission statement**?

- Needs-goals-objectives
- Getting to the heart of the problem
- Do you understand what is needed and have an idea of where to begin?
- Today's words to the wise - Don't assume that the original problem statement is best one, or even the right one.

Example – ARPANET was originally envisioned to connect widely dispersed computers, each having specialized capabilities, so that complex scientific problems could be solved. The real problem was not to connect the computers – each was virtually self-sufficient – but to connect the researchers via email so that ideas could be exchanged.



2

- The Mission Statement is a brief description of the product capabilities with key customer benefits
- Do not specify a specific product even though you know the general type of product involved (this may be difficult for a course design project)
- Assumptions and constraints that guide development efforts
- Example
 - **An affordable, reliable, attack vehicle to enhance Air Force operations**
 - *(We can probably conclude that it will be an airplane, but not necessarily manned or unmanned or a fighter or a bomber)*

3

3

- For example, for a UAV we might say....
- Product Description
 - A cost effective, advanced, innovative, mission adaptable airborne intelligence-gathering platform that improves the situational awareness capabilities of the United States Air Force.



4

4