

Proposal template

The proposal is meant to provide a high-level overview of the project to the client. It aims to demonstrate that

- the high-level client/business requirements have been understood;
- agreement on the scope and limitations has been reached;
- the high-level non-functional requirements are understood; and
- the project success factors and priorities are agreed upon;

** Below is an outline of the proposal.*

Cover page

The cover page should show the name of the project, the client's name, and the project team name, the date of the document.

Table of Contents

Include a Table of Contents generated from the content of the document. After the ToC, you are welcome to add logos for the client and project team.

1 Executive summary

All documents should have an executive summary. An executive summary is a short paragraph or section of a document that summarizes a longer report or proposal.

2 Business/client perspective

This section should cover benefits of the proposed project to the client, why there is a need, the business opportunity, the long term vision and the more direct business/client objectives.

2.1 Background

Under this section the history that led to the business need or opportunity is summarized. Describe what you understand as the problem.

In the case where the project is expected to address problems currently experienced by the client, these problems should be identified. For charged projects the cost of these problems to the company should be estimated and compared to the expected cost of the project in order to be able to assess the feasibility of the project.

2.2 Overview of proposed solution

In this section you should describe the planned solution; an outline of your technical approach or methods. This section should also discuss the long-term vision without including any detailed functional or other requirements.

3 Scope and limitations

It is good practice to deliver the solution to the client in incremental releases. This section should contain the scope of the initial minimal release and the scope of subsequent releases.

The section should also explicitly list the exclusions, i.e. aspects which could be assumed to be included but which have explicitly been excluded.

4 High-level non-functional requirements

This section should convey a feeling of the high-level non-functional requirements including an understanding of the

- core quality requirements such as the quality of the data, and standards,
- data to be procured,
- overview of the analysis to be performed,
- infrastructure, including the hardware and software requirements.

5 Project phases and deliverables schedule

In this section you will describe each of the phases and how they relate to this project. List all the deliverables and the timeframe for each. Include a Gantt chart to your description.

6 Budget

There is no money available for these projects. However, you need to create a fictional budget of all costs that would be involved. Your budget must reflect all costs that the project would need, in order to get to the desirable out, and demonstrate value to the client.

8 Project success factors

This section effectively provides a prioritization, differentiating high priority aspects of the proposed project from less critical ones, i.e. identifying those aspects of the requirements which are critical for the success of the project.

A simple useful prioritization scheme is the following 4-level prioritization:

1. Driver: A driver is a critical aspect the project needs to address and which is not currently addressed by current systems (the drivers are the reasons for doing the project).
2. Constraint: A constraint is a feature/problems of the project. The proposed project needs to describe how these will be overcome.
3. Important: Features/results/deliverables that provide a quantifiable benefit to the client.
4. Nice-to-have: Features/results/deliverables for which the value cannot be quantified (i.e. the client did not specify it as a requirement).

Appendix

CV for each group member