

# Week 1

17 July 2020 21:08

## Ask questions before getting the data

- What problem is this business having that you are hoping to solve by developing this project?
- Can you tell me more about how this problem is affecting the business? And then, what is your ideal outcome for this project?
- SMART objectives
  - specific
    - what is the true objective? is it just to raise revenue?
    - Is the objective he talked about really relevant to the true objective?
  - measurable
  - attainable
  - relevant
  - time-bound
  - e.g. increase the number of returning visitors.
    - > within 2 months, increase the number of returning visitors on a month-by-month basis by at least 15% compared to the same month during last year. (attainable?)
      - by the end of two months, analyze archived click-stream data to determine the website changes that will most efficiently increase revenues by 15% on a month-by-month basis compared to the same month last year.
      - First in 3 months, install a system that will collect and store click-stream data in a cloud-base relational database. Then, the second part could be. By the end of 2 months, after the system has been installed, this data will be analyzed to determine the website changes that will most efficiently increase revenues by 15% on a month-by-month basis compared to the same month last year.
- Elicitation session
  - identify key stakeholders, arrange in-person meetings
  - identify independent variables to test
  - determine whether stakeholders agree about the problem to be solved