



Note: In any table, select and delete any blue line text; then click Home→Styles and select “Table Text” to restore the cells to the default value.

|   |                    |                 |                 |   |  |
|---|--------------------|-----------------|-----------------|---|--|
| <b>Project Manager</b>  | <i>Joe Manager</i> |                 |                 | <b>Executive Sponsor</b>                                      | <i>Felicia Friendly</i>                            |
| <b>Product Manager</b>  | <i>Betty Brian</i> |                 |                 | <b>Project Start Date</b>                                     | <i>09/12/16</i>                                    |
| <b>Clients</b>  |                    |                 |                 | <b>Client Benefits</b>  |  |
| <i>Risk Management</i>  |                    |                 |                 | <i>Reduce manual data entry</i>                               |  |
| <i>Commercial Operations</i>  |                    |                 |                 | <i>Improve customer service</i>                               |  |
| <i>Marketing</i>  |                    |                 |                 | <i>Faster order processing</i>                                |  |
| <i>Sales</i>  |                    |                 |                 | <i>Better account management</i>                              |  |
| <b>Project Objective Statement</b>  |                    |                 |                 | <b>Performance Attributes</b>                                 |  |
| <i>1. The objective is to build a customer-facing website that to permit customers to order online.</i> |                    |                 |                 | <i>100,000 transactions per day.</i>                          |  |
| <i>2. The website will include customer history and price reductions for volume sales.</i>              |                    |                 |                 | <i>Available in 6 languages.</i>                              |  |
| <i>3. The system must be operational by no later than September 2017.</i>                               |                    |                 |                 | <i>Training available in 6 languages not to exceed ½ day.</i> |  |
| <b>Trade-Off Matrix</b>   |                    |                 |                 | <b>Product Architecture</b>                                   |  |
|   | <b>Fixed</b>       | <b>Flexible</b> | <b>Accept</b>   | <b>Target</b>   | <i>Windows 10</i>                                  |
| Scope   |                    | X               |                 | <i>25,000 FP</i>  | <i>SQL Server</i>                                  |
| Schedule  | X                  |                 |                 | <i>+/- 6 weeks</i>  | <i>HTML5 , CSS and .NET</i>                        |
| Resource  |                    | X               |                 | <i>+ / - \$5 Million</i>                                      | <i>Maximum use of API's</i>                        |
| Stability   |                    |                 | X               |   | <i>Interface with sales &amp; marketing system</i> |
| Project Delay Cost Per Month  |                    |                 | <i>\$62,500</i> |   |  |
| Exploration Factor  |                    |                 | <i>7</i>        |   |  |
| <b>Business Subject / Activity</b>  |                    |                 |                 |   |  |
| <i>Sales Management</i>   |                    |                 |                 |   |  |
| <i>Sales Analysis</i>   |                    |                 |                 |   |  |
| <i>Sales follow-up</i>  |                    |                 |                 |   |  |
| <i>Regional distribution of profits</i>   |                    |                 |                 |   |  |
| <i>Marketing</i>  |                    |                 |                 |   |  |
| <b>Issues &amp; Risks</b>   |                    |                 |                 |   |  |
| <i>Lead generation</i>  |                    |                 |                 |   |  |
| <i>Sales staff may be reluctant to embrace new system</i>   |                    |                 |                 |   |  |
| <i>Lead follow-up</i>   |                    |                 |                 |   |  |
| <i>Technology may not be available to support project</i>   |                    |                 |                 |   |  |
| <i>Order management</i>   |                    |                 |                 |   |  |
| <i>Team members may not agree on requirements baseline.</i>   |                    |                 |                 |   |  |
| <i>See the Feature Breakdown Structure for details.</i>   |                    |                 |                 |   |  |
| <b>Major Project Milestones</b>   |                    |                 |                 |   |  |
| <i>Develop website</i>  |                    |                 |                 | <i>02/10/17</i>   |  |
| <i>Incorporate eCommerce capabilities</i>   |                    |                 |                 | <i>04/23/17</i>   |  |
| <i>Provide profit distribution</i>  |                    |                 |                 | <i>06/12/17</i>   |  |
| <i>Provide marketing features</i>   |                    |                 |                 | <i>08/28/17</i>   |  |