Executive summary

Set up the problem and your solution in a compact paragraph. Add specific, colorful details and numbers about the organization, your contact person, key deliverables, and long term impacts of your work. Think of this as your elevator pitch, 30 seconds or less.

1 Project

Peggy Noe is in need of a website to promote the Bible study materials that she has written and to communicate with her current students in a timely professional and encouraging manner. Peggy's classes average 30-40 students and run quarterly. As she is located in Southern California everyone of her students is online and a website is a wonderful means of communication with them. She will be able to post "homework" assignments and encouraging words as well as additional resources. This site will take her classes to a new level and promote her own materials as well.

1a. Rationale: What problem are you solving? Quantify the problem.
How do you expect to measure success?
What unique aspects of networks are you leveraging to solve this problem.
Why is information technology the right way to solve this problem?

The hardest part is framing the problem. Make sure you are solving a REAL problem, and that your client organization also believes this as a real problem. Don't fall prey to "it seems like a good idea" or worse "is cool".

Think carefully about scope. Don't sign up to save the whales, or develop a five-page brochure-ware site for your dog.

Peggy wrote a set of study materials over two years ago but with the illness and then passing of her mother she has not had the chance to promote the study. This site will solve two problems with one grain of seed. The first is to promote her study materials. The second is to communicate better with her current students. She will be saving paper and time by posting things online rather than printing them out each week.

1b. Goals:

What outcomes to expect your project to have on the organization?
When will the organization see the benefits of your work?
How is your client going to measure the success of the site?

Who will receive credit and "look good" because of your efforts?
What will be the long term impacts on the organization?

Goals are different than deliverables. describe the OUTCOME of your efforts. The benefits. The value you add. For example a marketing plan may be a deliverable, but the outcome is increased e-commerce sales from X to Y over some period of time. It doesn't need to be about money of course. Just be certain that your goals are SMART: specific, measurable, achievable, realistic, time-sensitive.

Peggy's students should see an immediate impact on their studies. With this new avenue of communication many of their answers will be solved without having to e-mail or call her. Her students will also be able to move more at their own pace with the materials online. For the study materials that Peggy wrote she is looking to see any volume of downloads and the end goal is that one day she will move beyond self publishing.

1c. Process: What techniques that you learned in this program will you employ?

Practice your new toolkit! Do a value chain analysis, apply process engineering, use ithink to simulate viral effects, quantify the benefits through a Return on Investment calculation, etc.

How will you work with the organization to achieve your goals?
Will you need to have meetings or lead workshops with key stakeholders?
Where will the work happen?

A mistake that students have made in past years is to pick a project that requires days and days of meetings to make meaningful progress. A digital strategy project for a large company, for example, may require A LOT of synchronous meeting time. Make sure to factor your travel appetite and budget, and scale expectations appropriately.

I will use what I learned in Project Management to set clear goals and deadlines with Peggy. This should help prevent or manage on of our greatest risks, scope creep. We will set up a WBS and manage the project using "Planner" a linux project management tool. We will be doing usability testing to make sure that the site is easy to navigate and we will be incorporating various API's into the Wordpress based site to maximize use for Peggy and her students.

1d. Deliverables & milestones: *What are the monthly, or finer-grained deliverables that will assure you and the client that you are making progress? What deliverables, or feedback do you need from the client at various stages of the project? Have you built in buffers that permit some schedule slipping without jeopardizing your graduation?*

Make a table! Columns should be: deliverable, person responsible, draft due date, final due date. Be sure to add things that you need FROM the client as well like feedback, content and any resources that go with certain deliverables (you may need special software, training, hardware, or funds). Be sure to list these in as much detail as you can on your table.

Some of your first activities may be interviews to fully understand the intended audience for your project, the dynamics of your client's business, and sessions to get alignment on project goals, etc. Your last activities should include assembling and giving final presentations, and project debriefs to talk about the process, their assessment of your work, and plans for follow-on consulting.

2 Client

2a. Organization details. What's the short history of the organization? What are their revenues? Growth rate? Profitability? Key competitors? Competitive advantages? Threats?

Peggy Noe has been teaching Bible Studies for over 25 years. In this time she has focused on encouraging women to study the Bible and to look to God for their support and as their helpmate. Over the years her classes have grown to average 30-40 students per class and they meet on a weekly basis.

A few years ago Peggy saw a need for a study of the Bible book The Song of Songs, not finding what she was looking for she decided to write the study herself. The project was a success and one of the most loved by her students. She had plans at the time to promote the study but her mothers illness and death postponed that plan. Now with a renewed sense of energy and purpose she is ready to add value to her classes by including an online component and to promote her own work as well.

2b. Competitive landscape. *What are the terms of competition?*

Is the industry growing overall? By what percentage per year?
Who are the leaders in this industry? What makes them great?

The Christian Bible study market, especially for women, is huge with the big names like Joyce Meyer Kay Arthur, and Beth Moore leading the pack. These women and their ministries are multi-million dollar businesses. Peggy's work is built on their books and teachings and will thus benefit from them. This being the case, Peggy is not in this for the money. She is only wishing to encourage people to follow Jesus and live a fulfilling live based on the teachings of the Bible. She does not see any of these ministries or similar websites as "competition" as they are all working towards the same goal.

2c. Stakeholder map. *Who is your contact? Who do they report to? What is their annual budget authority? What would make this person succeed in the eyes of their boss or company?*

Peggy Noe is my primary contact. She and her ministry do not have a budget. This is a grassroots operation. Additional stakeholders include Peggy's students and Church.

3 Team

3a. Roles and responsibilities: Who will be the team that works on the project both from Malboro and from the client organization?
Why are you the right person to undertake the project?
How do your skills, expertise and interests map to the requirements of the project?

Peggy happens to be my mother. She has specific goals and a specific point of view that few would understand and be able to transform into a website. She sees my participation as an key part of the puzzle.

Client: Peggy Noe

Web Developer and Designer: justin adkins

Advisors: Jen Kramer-McKibben and Scott Lawrence

3b. Communication plan: *what tools will you use to review deliverables, and stay in-touch?*
What norms will you establish around communication?
Will you have weekly meetings, or progress reports?
Do people have preferred modes of communication (fax, pager, cell phone, IM, email) or times of day?
What is the contact information of EVERYONE involved?

Step 1: get the contact information of EVERYONE involved, and their rules (don't call me after 9pm or only use my cell phone on weekends or I only check my email in the mornings). Write this all down and distribute it to the team and your clients.

Client: Peggy Noe - IM, Text Messaging, e-mail and weekly phone calls

Advisors: Jen Kramer-McKibben and Scott Lawrence primary e-mail and some IM with Scott

4. Risks and assumptions

4a. Risks: what are the three things that are most likely to go wrong?
Are the risks based on people and personalities, or technology, or market dynamics? What is your plan to recover from each anticipated risk?

Risk 1) Scope creep. As Peggy keeps dwelling and working on this site I see scope creep as our biggest risk. Laying out clear deliverables and tasks will be key to keep this in check.

Risk 2) Time. Time is short and there is a huge task in front of us. Keeping to a clear schedule will be key

Risk 3) Design conflict. There is a fine line between cute and cheesy. There is also a fine line between fo-foo and usable. Walking that line may be difficult. Communication is key here and laying out the goals of a usable site will be key in my communication with Peggy.

4b. Key assumptions:

I assume that Peggy will take care of content, inserting it and keeping it up. There will be a phone training on this and I will be available for tech support but this will primarily be her responsibility. It is also assumed that this project will be completed this summer ready in time for Peggy's fall class starting in September. It is assumed that justin will be responsible for hosting and Peggy will be responsible for procuring a domain name. Justin will receive no funding, he is doing this as a volunteer. Peggy and justin will speak weekly about the site and Peggy will offer timely reviews of information and design. This project will be completed by August 1, 2008.

Additional Comments: