

Case 1: Project Scope

Statement of Purpose

The Philadelphia Art Alliance is a non-profit agency that advocates the advancement and appreciation of artwork. Recently, the Art Alliance refocused their cultural vision to emphasize contemporary craft and design after noticing a void in the Philadelphia art community. The institution's main objective is to obtain visitors by getting them into the doors of the historical building, located on the edge of Rittenhouse Square in Philadelphia, to expose them to contemporary art.

The Art Alliance has a pop-up shop in the front of the building and a counterintuitive e-commerce site. These are currently their only retail channels. There is no option to create an account to save your purchase information. The website is an inefficient platform for purchases and in turn deters possible customers who do not want to deal with the complicated purchase process from making any purchases at all.

As a team, we recommend that the Art Alliance contract with GoDaddy.com to build a better web presence and a state-of-the-art web store. This will allow them to sell more art and make more money.

Objectives

- ❖ Increase traffic to e-commerce site.
- ❖ Increase purchases by May 31, 2013
- ❖ Have at least one sale for every 10 visitors.
- ❖ Increase membership by 20% by June 15, 2013.

The project team is constrained by:

- ❖ A lack of funding to invest in a solution
- ❖ A lack of personnel to sustain any solution
- ❖ A current lack of product inventory to sell
- ❖ Lack of up-to-date technology (currently operating on 5 year old PC's)

The project team can assume:

- ❖ Visitors want the Art Alliance to offer commerce
- ❖ The mission of the organization will remain the same
- ❖ The staff will remain limited in numbers
- ❖ The solution we recommend will meet the need of the Art Alliance's customers.

The following questions refer to Case 1 above:

1. Which of the following best meets the criteria for a well-written objective for this project:

- A. Increase traffic to the e-commerce site by July 1 2013.
- B. Increase purchases by May 31, 2013
- C. Have at least one sale for every 10 visitors.
- D. Increase membership by 20% by June 15, 2013.

2. The Executive Director of the Art Alliance gave notice and will be leaving before your project is completed. You are very concerned about how this will affect your project. Why?

- A. The Executive Director is one of the most important stakeholders.
- B. The Executive Director is the project sponsor.
- C. The Executive Director is the most experienced subject matter expert you plan to interview.
- D. The Executive Director is your project manager

3. This Statement of Purpose is part of the Project Scope Document. Which of the three paragraphs will you have to rewrite?

- A. The first paragraph
- B. The second paragraph
- C. The third paragraph
- D. You will not have to rewrite any because they all fulfill the criteria for each paragraph

4. This Project Statement is written in language appropriate to your client?

- A. True
- B. False