

Case 1: Project Scope

Statement of Purpose

The Sweet Art Company (SAC) is a non-profit agency that advocates the advancement and appreciation of artwork. Recently, the SAC refocused their cultural vision to emphasize contemporary craft and design after noticing a void in the local art community. The institution's main objective is to obtain visitors by getting them into the doors of the historical building, located in the center of town, to expose them to contemporary art.

The SAC has a pop-up store in the front of the building and a counterintuitive e-commerce site. These are currently their only retail channels. The e-commerce site has no way to save purchase information or come back for repeat purchases. Additionally, there is no way for customers to put in their information to find out about upcoming sales and discounts. The website deters possible customers who do not want to deal with the lack of efficiency and this has resulted in not many purchased through the website.

As a team, we recommend that the SAC contract with a web hosting company 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

- ❖ Create a state-of-the-art website with a backend data server.
- ❖ Increase traffic to e-commerce site.
- ❖ Increase purchases by May 31, 2023
- ❖ Have at least one sale for every 10 visitors.
- ❖ Increase membership by 20% by March 31, 2023.

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 desktop computers)

The project team can assume:

- ❖ Visitors want the SAC to offer commerce opportunities
- ❖ 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 SAC'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 May 31, 2023
- B. Increase purchases by May 31, 2013
- C. Have at least one sale for every 10 visitors
- D. Increase membership by 20% by March 31, 2023

2. The Executive Director of the Sweet Art Company 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