

PROJECT DEFINITION

Project Title _____

CHALLENGE
To what higher aims does the project contribute?

USERS
Who will make use of the project's deliverables?

SIDE-EFFECTS
What may, unintentionally, happen as well because of this project?

Check: Does it contribute?

Check: for whom?

Check: something for everyone?

GOALS
What would the client specifically like to achieve?

RESULTS
Which concrete, tangible deliverables will be finished by the end of the project?

CONSTRAINTS
What are the agreed boundaries for executing the project?

DEADLINE

Check: Does it contribute?

Check: is it feasible?

BUDGET

SUB-DELIVERABLES
Which underlying or in-between deliverables are required?

HUMAN EFFORTS/HOURS

QUALITY CRITERIA

Check: what's out?

Check: what's in?

URGENCY
Why start the project at this time specifically?

DEMARCATION
What is explicitly excluded from the project?

BASED ON CONTENT
Eg. audience, domain, region, topic

BASED ON PRODUCTS
Eg. variants, adjustments and supporting products

OTHER PROJECTS
Which other projects or activities may influence this project?

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