

IS337 Handout: Project Definition

Creative Brief:

- Objectives
- Identifiers
- User profile
- Use cases
- Model websites
- Success metrics
- Budget
- Launch date

Project definition:

Project charter:

- Mission / Objectives
- Deliverables
- Success metrics
- Resources

Statement of Work

Use-case scenarios

Mockups

Site map

Tech requirements

Application flow diagrams

Risk assessment