

BUSINESS CASE OVERVIEW

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact	Contact	Contact
Voice of the Customer		Contact	Contact	Contact
Sponsor		Contact	Contact	Contact
Visionary		Contact	Contact	Contact

Summary – Objectives and Actions	Purpose – Why, What and Who is required
Background Situation and Context	Scope and Boundaries – Time, Cost and Benefit

CLARIFICATION OF ROLES AND RESPONSIBILITIES

Project Name		Reference N°	Prepared by	Date
Project Manager	Contact			Contact
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
Visionary	Contact			Contact

Project Manager	Voice of the Customer
Deliver project scope, within schedule and budget constraints; manage risks and stakeholder communication, lead the team, take care of assets used on the project, take account of external and environmental factors.	Act as the spokesperson for the users, represent the interests of the client, role model and interpret user needs, be able to elucidate and elicit the best possible understanding of requirements (both expressed and latent).
Visionary	Sponsor
Ensure adequate definition and communication of the solution scope and the overall vision, provide strategic guidance, understand the technology and the business, demonstrate awareness of cognitive and design factors.	Act as the project champion, own the business case, ensure resources and financing are available, ensure that decision making is effective and available to the team, accept accountability for the intended benefits.

CURRENT SITUATION

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact	Contact	Contact
Voice of the Customer		Contact	Contact	Contact
Sponsor		Contact	Contact	Contact
Visionary		Contact	Contact	Contact

MISSION (What we really are)

VISION (What we really want to be)

Actual Activities and Services	Current Organization	Future Activities and Services	Future Organization

STRENGTHS WEAKNESSES, OPPORTUNITIES THREATS

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

External Opportunities	External Threats
Internal Strengths	Internal Weaknesses

FORCE FIELD ANALYSIS

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

Protagonist Forces

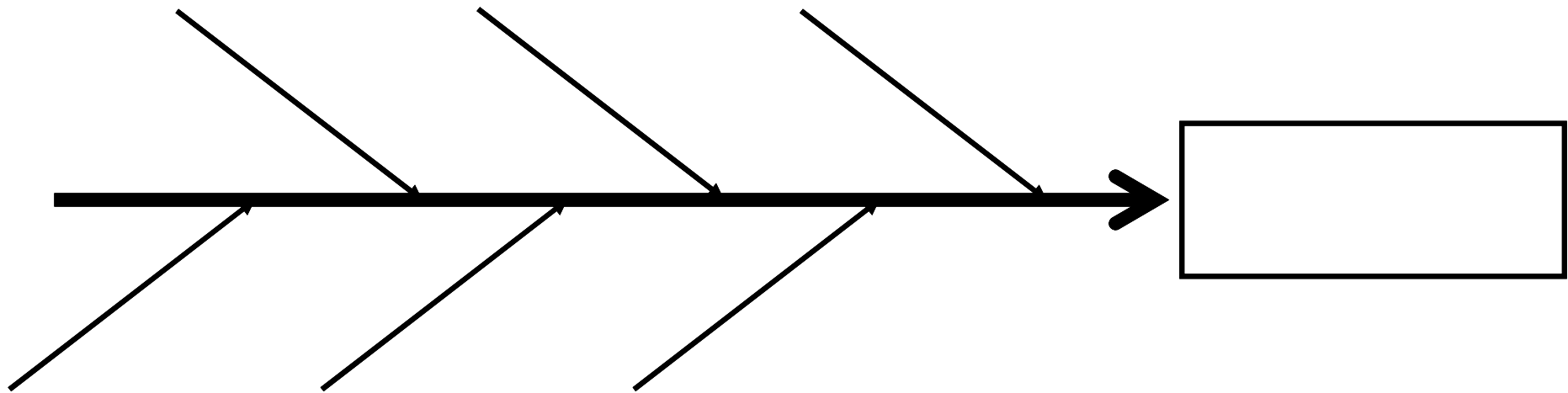
Antagonist Forces

--	--

FISHBONE PROBLEM OR WISHBONE OPPORTUNITY ANALYSIS

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
Visionary	Contact			Contact

Inscribe the goal in the box and search for causes or sources of inspiration



STAKEHOLDER TRANSITIONS MANAGEMENT PLAN

Project Name		Reference N°	Prepared by	Date
Project Manager	Contact			Contact
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
Visionary	Contact			Contact

Rejection Disbelief	Resistance Disagreement	Acknowledgement	Acceptance	Adhesion
Individual Transition				
Team Transition				
FORMING	STORMING	NORMING	PERFORMING	TRANSFORMING

IN SCOPE / OUT OF SCOPE

Project Name		Reference N°	Prepared by	Date
Project Manager	Contact			Contact
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
Visionary	Contact			Contact

In Scope

Out of Scope

PROGRESSION STORYBOARD

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Image of As-Is Situation	Intermediate Situation	Vision of To-Be Situation

OPTIONS

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Options	Interest	Outcomes

PRIORITIZED NEEDS

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

Need		Source	Priority	Type of Prototype or Test
Must				
Should				
Could				
Wont				

BIG PICTURE

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Mission

Ambitions

Guiding Principles

Competences

Challenges

FRONT PAGE

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact	Contact	Contact
Voice of the Customer	Contact	Contact	Contact
Sponsor	Contact	Contact	Contact
Visionary	Contact	Contact	Contact

Cover	Headlines		
	Images		
	Quotes		Sidebars

GAMEPLAN

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Targets	Resources

Stages / Tasks				

Incoming Interdependencies	Outgoing Interdependencies

CRITICAL INTENTION

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

Critical Path	Critical Chain

Critical Purpose					

ASSUMPTIONS AND CONSTRAINTS


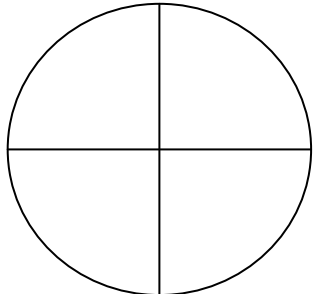
Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Description of Constraint	Nature	Source	Degree of Certainty	Actions
Description of Assumption	Nature	Source	Degree of Certainty	Actions

Highest degree of constraint certainty at the top and lowest at the bottom

VISION CHECK

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Lift Test	Design Principles			
				
Mandala	Cognitive Alert			
				

MACRO-ECONOMIC CONTEXT

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

Global Market Conditions	Capital Markets
Economic Infrastructure	Commodities and Materials

MARKET CONTEXT

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

Market Segments	Market Needs, Expectations and Issues
Switching Costs	Revenue Attractiveness

KEY TRENDS

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

Technology	Societal and Cultural
Regulatory	Socioeconomic

BLUE OCEAN STRATEGY

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Eliminate	Raise
Reduce	Create

MARKETING PLAN

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Product

Positioning

Price

Promotion

VALUE PROPOSALS

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact		Contact
Voice of the Customer		Contact		Contact
Sponsor		Contact		Contact
Visionary		Contact		Contact

Customer Segments	Customer Relationships	Customer Channels
Distinctive Value Propositions	Unique Selling Proposition	Revenue Streams

KEY ASSETS CHECK

Project Name	Reference N°	Prepared by	Date
Project Manager	Contact		Contact
Voice of the Customer	Contact		Contact
Sponsor	Contact		Contact
Visionary	Contact		Contact

Key Competencies

Key Resources

Key Customer Targets

Key Partnerships

PORTERS 5 FORCES MODEL

Project Name		Reference N°	Prepared by	Date
Project Manager		Contact	Contact	Contact
Voice of the Customer		Contact	Contact	Contact
Sponsor		Contact	Contact	Contact
Visionary		Contact	Contact	Contact

Bargaining Power of Customers	Threat of New Entrants
Competitive Rivalry within Industry	
Bargaining Power of Suppliers	Threat of Substitute Products

SIX COLOURS

Project Name		Reference N°	Prepared by	Date
Project Manager	Contact			Contact
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
Visionary	Contact			Contact

Downside View	Upside View
Alternatives	Further Data
Implementation	Feelings