	BUSIN	ESS CASE OVERVIEV	V		
			12 11	I n	
Project Name		Reference N°	Prepared by	Date	
D : 414					
Project Manager	Contact			Contact	
Voice of the Customer	Contact			Contact	
voice of the Customer	Contact			Contact	
Sponsor	Contact			Contact	
Бронзог	Contact			Contact	
Visionary	Contact			Contact	
Violonary	Contact			Contact	
Summary – (	Objectives and Actions	Pı	Purpose – Why, What and Who is required		
			• • • • • • • • • • • • • • • • • • • •	•	
Background Situation and Context		Scop	oe and Boundaries – T	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
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
Visionary	Contact			Contact
,,				
MISSION (Who	at we really are)	V	ISION (What we re	eally want to bo)
WIISSION (WII	at we really are)	<b>V</b> 1	ISTON (What We I	cany want to be
Actual Activities and Services	Current Organization	Future Activiti	ies and Services	Future Organization

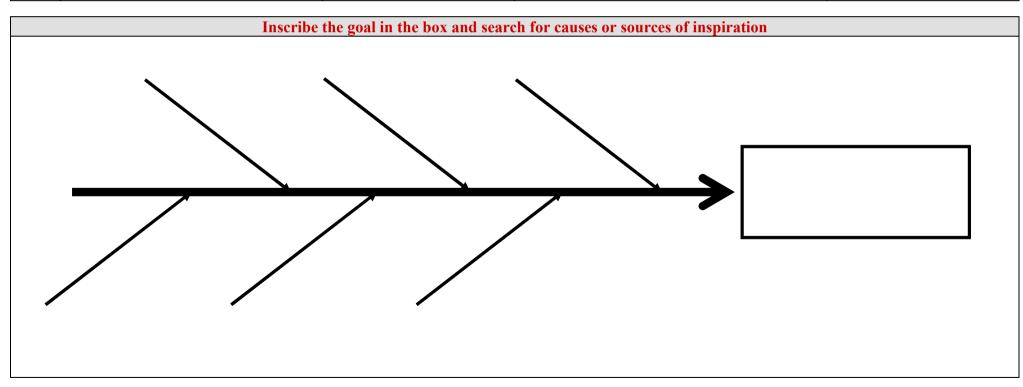
## STRENGTHS WEAKNESSES, OPPORTUNITIES THREATS

Project Name		Reference N°	Prepared by	Date
Project Manager	Contact			Contact
	·			•
Voice of the Customer	Contact			Contact
	<u> </u>			<u> </u>
Sponsor	Contact			Contact
Visionary	Contact			Contact
External	Opportunities		External T	ıreats
Intorn	al Strengths		Internal Wea	Lmossos
Intern	ai Strengths		Internal Wea	Kilesses

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



### STAKEHOLDER ACTION PLAN

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

Stakeholder	Degree of Influence	Degree of Interest	Knowledge Level	Degree of Support	Risks or Threats	Actions or Opportunities	Responsible

## STAKEHOLDER COMMUNICATION / INFORMATION PLAN

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

Objectives Why?	Target To Whom?	Message and Structure What?	Media and Format How?	When?	Where?	Who is Responsible?

#### STAKEHOLDER 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

Stakeholder	Sources of Support	Sources of Opposition	Strategies	Tactics	Communication Approach

## 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
	<u>I</u>

PROGRESSION STORYBOARD	
I NUGNESSION STUNTDUAND	

Project Name		Prepared by	Date
Contact			Contact
Contact			Contact
Contact			Contact
Contact			Contact
	Contact	Contact	Contact  Contact  Contact

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

OPTIONS

	Reference N°	Prepared by	Date
Contact			Contact
Contact			Contact
Contact			Contact
Contact			Contact
	Contact	Contact   Contact   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					
Declar Manage		D . C NO	D	Du	
Project Name		Reference N°	Prepared by	Date	
Project Manager	Contact			Contact	
, ,	,			,	
Voice of the Customer	Contact			Contact	
Sponsor	Contact			Contact	
Visioner	Contact			Contact	
Visionary	Contact			Contact	
Mi	ission		Ambitic	ons	
		<b>Guiding Principles</b>			
Comp	petences		Challen	ges	

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

Cover	Treatmes				
	Images				
	Quo	otes	Sidebars		

GAMEPLAN					
Project Name			Reference N°	Prepared by	Date
,				1	
Project Manager	Contact				Contact
Voice of the Customer	Contact				Contact
Sponsor	Contact				Contact
Sponsor	Contact				Contact
Visionary	Contact				Contact
	Targets			Resource	S
		Stages	/ Tasks		
Incoming Interdependencies			Outgoing Interdependencies		

CRITICAL INTENTION				
				15.
Project Name		Reference N°	Prepared by	Date
Project Manager	Contact			Contact
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
Sponsor	Contact			Contact
Visionary	Contact			Contact
Cuitinal Dath			Critical Chain	
Critical Path			Critical Chain	
	Critical	Purpose		
	Critical	Purpose		

# PROPOSED ACTION SCENARIOS Reference N° Prepared by Project Name Date Project Manager Contact Contact Voice of the Customer Contact Contact Sponsor Contact Contact Visionary Contact Contact **Comparison of Scenarios Proposed Action Scenarios**

## REVENUE MODEL Reference N° Project Name Prepared by Date Project Manager Contact Contact Voice of the Customer Contact Contact Sponsor Contact Contact Visionary Contact Contact **Revenue Model Cost Model** Capital Expenditure Operating Expenditure

### RISK 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

Risk Description	Impact Description	Likelihood	Priority	Status	Response Type	Response Description	Qualitative Assessment

## ASSUMPTIONS AND CONTRAINTS

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	
D : (M					
Project Manager	Contact			Contact	
Voice of the Customer	Contact			Contact	
voice of the customer	Contact			Contact	
Sponsor	Contact			Contact	
- Carlotte			<u> </u>		
Visionary	Contact			Contact	
Lift Test		Design P	rinciples		
Mandala		Cogniti	ve Alert		

### MACRO-ECONOMIC CONTEXT

Project Name		Reference N°	Prepared by	Date
1 roject rame		Reference iv	Trepared by	Date
D : 436				
Project Manager	Contact			Contact
Voice of the Customer	Contact			Contact
Sponsor	Contact			Contact
	•			
Visionary	Contact			Contact
, 100001111		<u> </u>		
Global Market Con	ditions		Capital Ma	rkets
Global Market Con	uttons		Capitai ivia	i Rets
Economic Infrastru	ıcture		Commodities and	d Materials

	M	ARKET CONTEXT			
	171	MAKET CONTEXT			
Project Name		Reference N°	Prepared by	Date	
Project Manager	Contact		1	Contact	
Voice of the Customer	Contact			Contact	
Sponsor	Contact			Contact	
Visionary	Contact			Contact	
Market S	Segments		Market Needs, Expect	ations and Issues	
112421100 8	<u> </u>		, , , , , , , , , , , , , , , , , , ,		
Switchin	ig Costs		Revenue Attra	ctiveness	

		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	
Tec	chnology		Societal and	Cultural	
Reg	gulatory		Socioecon	omic	

### 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	
Reduce			Create	

### BALANCED SCORECARD

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

	Cus	stomer				Fin	ancial		
Nature of Measure	Objective	Unit	Target	Initiatives	Nature of Measure	Objective	Unit	Target	Initiatives
	Learning	and Growth				Internal Bus	iness Processo	es	
Nature of Measure	Objective	Unit	Target	Initiatives	Nature of Measure	Objective	Unit	Target	Initiatives

Project Name		Reference N°	Prepared by	Date
Project Manager	Contact			Contact
				·
Voice of the Customer	Contact			Contact
	·			•
Sponsor	Contact			Contact
	·			•
Visionary	Contact			Contact
		·		·
	Product		Positioni	ing
	Price		Promoti	on

### 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

<b>Customer Segments</b>	Customer Relationships	Customer Channels
Distinctive Value Propositions	Unique Selling Proposition	Revenue Streams

KEY ASSETS CHECK

PORTERS 5 FORCES MODEL					
Project Name		Reference N°	Prepared by	Date	
Project Manager	Contact			Contact	
	1				
Voice of the Customer	Contact			Contact	
Changar	Contact			Contact	
Sponsor	Contact			Contact	
Visionary	Contact			Contact	
· Ioloimi j	Consuct	<u> </u>		Contact	
Bargaining	Power of Customers		Threat of Nev	Entrants	
	Competitiv	ve Rivalry within Industry			
	D CC P				
Bargainin	g Power of Suppliers		Threat of Substit	ute 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	
Do		Upside View			
<b>Alternatives</b>		Further Data			
Im	plementation		Feelings		