

Project: ModernAnalyst.com Knowledge Appraiser
Document: Business Case
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Table of Contents

Revision History.....	3
Distribution and Sign-off	4
1 Executive Summary	5
2 Introduction/Background	5
3 Overview.....	5
3.1 Project Title	5
3.2 Situational Assessment and Problem Statement.....	5
3.3 Vision Statement	5
4 The Business Case	5
4.1 Purpose of the Business Case.....	5
4.2 Sponsor and Client Acceptor	6
4.3 Intended Audience	6
5 Critical Assumptions and Constraints	6
5.1 Assumptions.....	6
5.2 Constraints	6
6 Options Analysis.....	6
6.1 Identification of Options.....	6
6.1.1 Do Nothing	6
6.1.2 Buy and Configure	6
6.1.3 Buy and Build.....	6
6.1.4 Acquire under Open Source GPL licensing.....	6
6.1.5 Build	6
6.2 Comparison of Options	6
6.3 Recommended Option	7
7 Benefit/Cost/Risk Analysis	7
7.1 Positive and Negative Benefits	7
7.2 Costs	7
7.3 Project Stakeholders	7
7.4 Product Stakeholders.....	7
7.4.1 The Solution Super-User/Administrator	7
7.4.2 The Test Designer/Creator	7
7.4.3 The Test Presenter/Evaluator	7
7.4.4 The Test Taker.....	7
7.5 Key Issues.....	7
7.6 Identified Risks & Mitigation Costs.....	7
7.7 Summary of Benefit/Cost/Risk Analysis.....	7
8 Implementation Strategy	7
8.1 Target Outcomes/Benefits	7
8.2 Impact Analysis	7
8.3 Related Projects.....	7
8.4 Organizational Impact.....	7
8.5 Work Plan.....	7
8.6 Resources	7
8.7 Project Management Framework.....	7
8.8 Change Management Plan	7
9 Glossary and Appendices	7

Revision History

Date	Version	Change	Author	Requested By

Distribution and Sign-off

Name	Title	Department	Project Role	CC/Sign-Off

1 Executive Summary

To include - the definition of the business needs
To include - relationship to the Strategic/Corporate Plan
To include - relationship to Tasmania Together benchmarks (where appropriate)
To include - summary of options and costs
To include - benefits; and key recommendations

2 Introduction/Background

The ModernAnalyst.com business vision is to become the “The One-Stop-Shop for the Business Systems Analyst”. Realizing that vision requires a larger awareness of the site than what currently exists. The knowledge appraiser tool will generate traffic for ModernAnalyst.com by increasing membership. Users interested in taking the assessment will be required to register with ModernAnalyst.com. The Appraiser tool will provide ModernAnalyst.com a competitive edge with respect to membership and minutes spent on the site byhow?

3 Overview

3.1 Project Title

ModernAnalyst.com Knowledge Appraiser – PM01-MAKA

3.2 Situational Assessment and Problem Statement

ModernAnalyst.com does not have a clear and focused way to motivate new membership or increase its daily internet hits, other than the existing content and forum discussion threads. A unique and competitive offering is needed that will actively draw internet users to the site and motivate them to become active members. (*an active member – uses the site for x minutes a day x times a week*)

3.3 Vision Statement

Increase ModernAnalyst.com’s new membership enrolment by XX% within 6-months of this projects end date by creating a configurable solution that will allow an administrator to set up a personalized open and/or closed-ended assessment on any number of pre-defined knowledge areas and then deliver that assessment to any registered person using a pre-defined randomized and/or customized list of questions and answers. In addition, current membership usage and retention will increase by an estimated XX% within the same time-frame as above.

4 The Business Case

4.1 Purpose of the Business Case

The primary function of this business case will be to define the business need or problem in sufficient detail; analyze options (where resources have already been allocated this may involve determining what can be delivered with those resources); identify the costs, benefits and risks; and to put forward a proposal for approval to proceed with the project.

The secondary propose of this business case is to provide the existing ModernAnalyst.com membership with an artifact that will act as a framework for a 'live-project'. The intent of the 'live-project' is to illustrate to the ModernAnalyst.com community how an actual project might be done from beginning to end.

4.2 Sponsor and Client Acceptor

Adrian Marchis Publisher of ModernAnalyst.com (Note: in an actual business environment no one person would be both the sponsor and client acceptor, as this would be a conflict of interest).

4.3 Intended Audience

The ModernAnalyst.com membership community

5 Critical Assumptions and Constraints

5.1 Assumptions

Free or nearly free development

The continued support and time from the ModernAnalyst.com core membership

5.2 Constraints

Limited time from the ModernAnalyst.com core membership

Unpredictable commitments of the amount and duration of time from the ModernAnalyst.com core membership

6 Options Analysis

6.1 Identification of Options

6.1.1 Do Nothing

6.1.2 Buy and Configure

6.1.3 Buy and Build

6.1.4 Acquire under Open Source GPL licensing

6.1.5 Build

6.2 Comparison of Options

Option	Pro	Con
Do Nothing		
Buy and Configure		
Buy and Build		
Acquire configure and build under Open Source GPL licensing		
Build		

6.3 Recommended Option

7 Benefit/Cost/Risk Analysis

7.1 Positive and Negative Benefits

7.2 Costs

7.3 Project Stakeholders

7.4 Product Stakeholders

7.4.1 The Solution Super-User/Administrator

7.4.2 The Test Designer/Creator

7.4.3 The Test Presenter/Evaluator

7.4.4 The Test Taker

7.5 Key Issues

7.6 Identified Risks & Mitigation Costs

7.7 Summary of Benefit/Cost/Risk Analysis

8 Implementation Strategy

8.1 Target Outcomes/Benefits

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8.6 Resources

8.7 Project Management Framework

8.8 Change Management Plan

9 Glossary and Appendices