

# EXAMPLE 3.2

## Blog Project Objectives

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- ♦ A prototype blog website with 90 percent of all planned features and information will be available for testing 20 days before the launch date.
  - ♦ The blog site will be hosted through the free service Google Blog so it will be available to customers 99.5 percent of the time.
  - ♦ In a customer focus group, 80 percent of the customers surveyed will rate the usefulness of the site greater than 7 out of 10.
  - ♦ All customer responses, comments, or other blog information will be monitored and proctored through an IT resource before being made available to other customers on the site.
  - ♦ An email link for comments will be included at the bottom of each blog page, and all visitors who submit a comment via this link will receive a personal reply within one business day.
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