

EXAMPLE 2.3

Blog Project Business Objectives

Question: How will completing this project increase the revenue coming in?

Answer: *The blog will be free to users and so will not directly affect our sales revenue. However, it will provide us with information about what features we need in our products to attract more customers and what product problems we need to address to keep the customers we have.*

Question: How will completing this project reduce the costs?

Answer: *Some of our Help Desk labor costs will be reduced when people are able to answer common questions themselves using the blog.*

Question: How will completing this project improve the service provided for customers?

Answer: *The blog will be a virtual discussion with our customers, enabling us to provide customized service quickly from our experts and from other customers who are experts.*

Question: How will completing this project meet the requirements of a new law or regulation?

Answer: *There is no regulatory need here. However, it is important that the identities of blog contributors be kept private and secure.*

Question: How will completing this project grab market share from our competitors?

Answer: *A web-based relationship with our customers will give us a presence on the web that our competitors don't have and will make us appear more technically savvy and responsive to customer needs.*
