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# Project Proposal

Project Proposal is one of the project management document you can create with our [project management lifecycle tool](#).

Project Proposal is a document that describes what needs to be done, why is the project worth doing and the overall strategies that enable the project to be accomplished. By the end of the Identification phase, the project sponsor evaluates the proposal and decide whether to approve it or not. If approved, the project is said to be identified. The initiation phase will then begin. If rejected, the project will be terminated. The following sections describe the contents of a typical Project Proposal in detail.

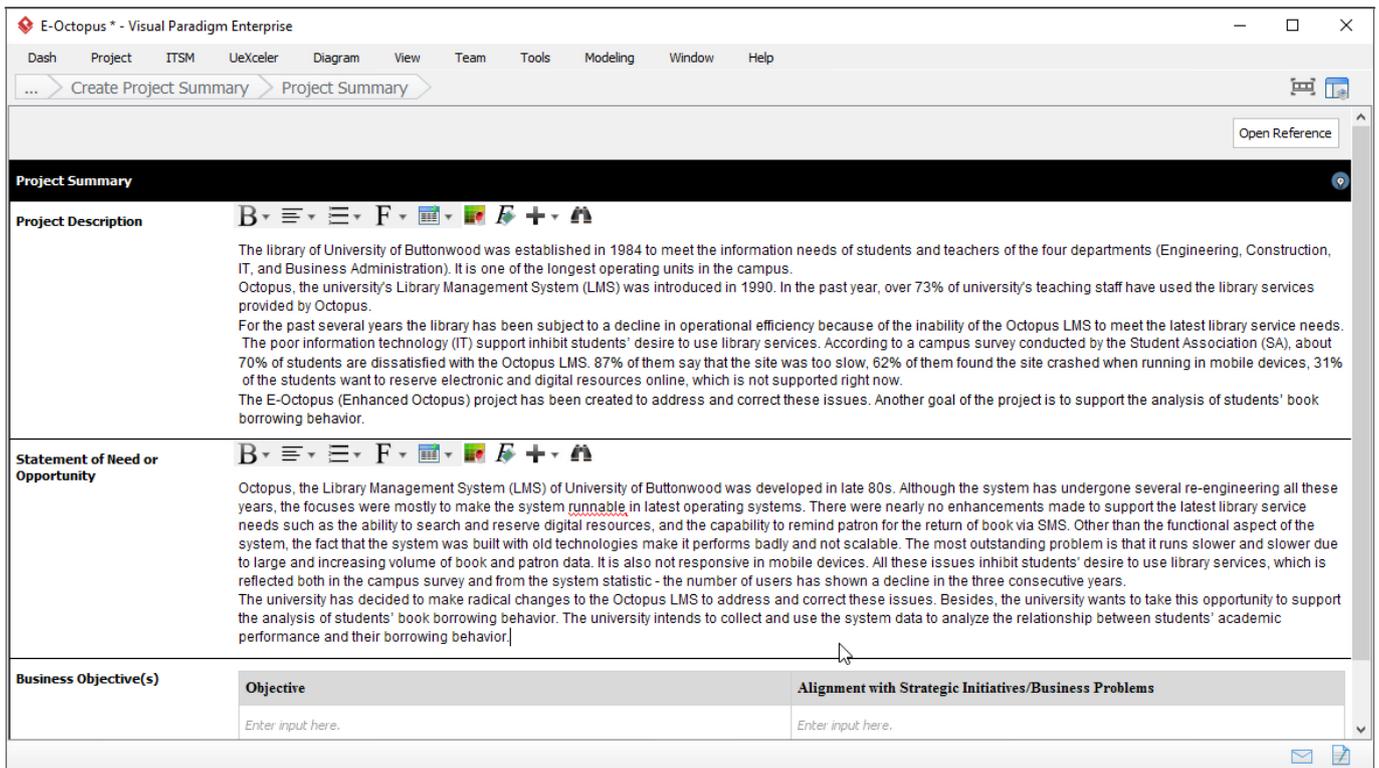
This article walks you through the activities required to develop a Project Proposal in Identification phase.

## Activity 1: Create Project Summary

### Create project summary

Provide a description of the project and the business needs it intends to fulfill. In this step, you are required to enter the followings:

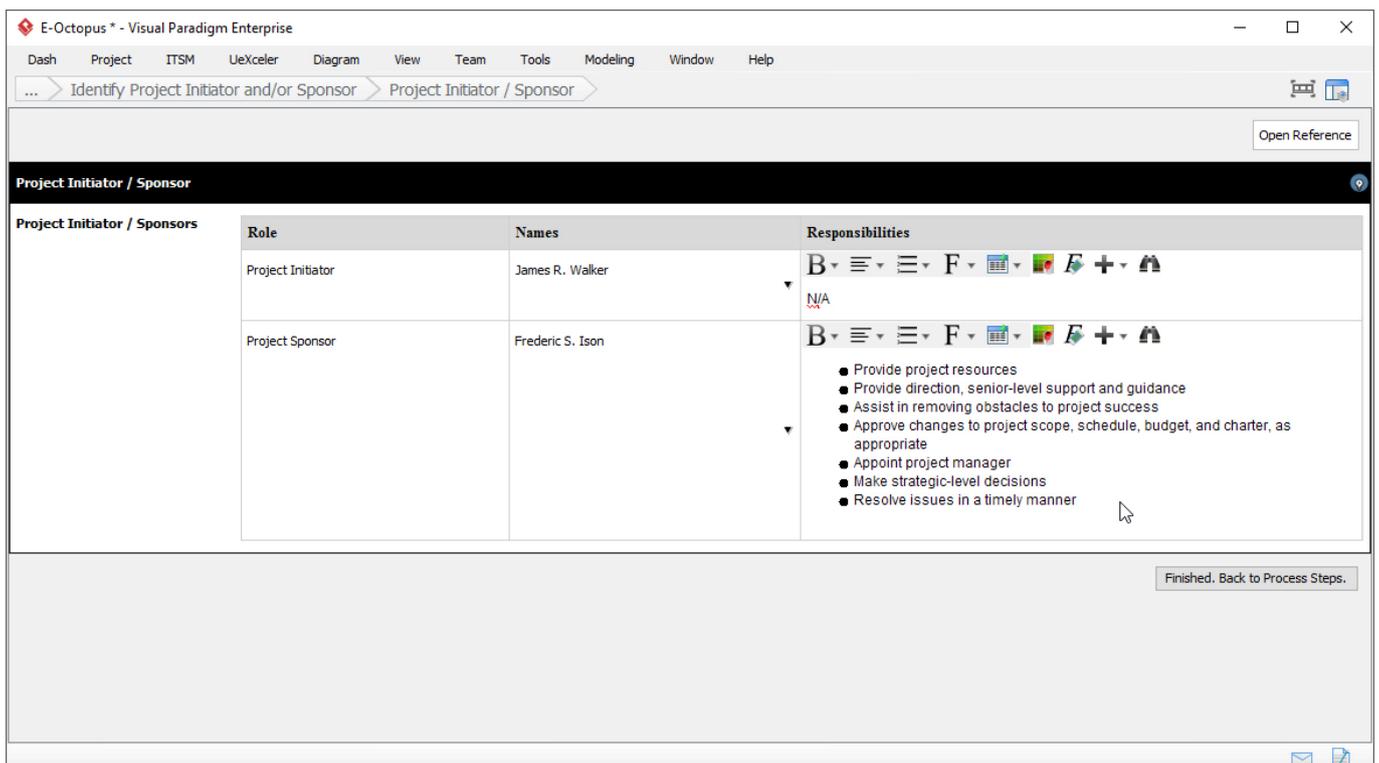
- **Project Description:** An overview of the history behind the project. You may also include the description of requests made by the project sponsor underlying the need for an IT project.
- **Statement of Need or Opportunity:** Describe the purpose of the project. This could be a business problem being solved or an opportunity for an improvement from a customer's perspective.
- **Business Objective(s):** The desired result produced by a project that answers or resolves the business problem.



## Activity 2: Identify Project Initiator and/or Sponsor

Identify the project initiator and sponsor.

Typically, projects are originated from an external body such as a sponsor, PMO, or an authorized portfolio governing body representative / steering committee. In this activity you are required to identify the project initiator and project sponsor. You have to enter the names of the person who serve these roles and their major responsibilities.



## Activity 3: Identify Customers and Final Deliverables

## Identify customers and beneficiaries

Identify who will benefit from this project including the customers and beneficiaries of the effort.

The screenshot shows the 'Customers and Beneficiary' section of the E-Octopus software. It contains a table with the following data:

Customers	Customers/Beneficiary	Needs and Concern
	Students	A well-performed Library Management System that allows them to access online library services like resource reservation, catalog searching, etc.
	Teaching staff	A well-performed Library Management System that allows them to access online library services like resource reservation, catalog searching, etc.
	Library staff	A well-performed Library Management System that allows users to access the services that want, which in turns reduces the workload of library staff.
	University Education Committee	The capability to analyze the relationships between students' academic performance and their reading habits in defining and establishing ongoing educational philosophy, policy and standard of the universty in respect of teaching, learning and assessment.

Buttons: Open Reference, Finished. Back to Process Steps.

## Identify project deliverables

Identify the key outputs from the project. Typically, an output is a software product, an IT system, a major piece of system function, or even well-defined processes, etc. For each deliverable, state the planned time of completion.

The screenshot shows the 'Final Deliverables' section of the E-Octopus software. It contains a table with the following data:

Final Deliverables	Deliverable	Description	Planned Time of Completion
	Fully deployed E-Octopus LMS	The new system features a search feature that supports searching and reserving digital and electronic resources, a SMS notification function that reminds patron for returning book, improvement of page loading speed and an analytic feature analyze students' book borrowing behavior against their academic performance.	2017-10-18
	Technical documentation for E-Octopus LMS analytic feature	It is supposed that most of the system's features are straight forward and can be used without prior learning. Yet, it is a must to include a technical documentation that describes the usage of the analytic feature and the way how data is collected and analyzed (e.g. any formulae)	2017-10-27
	E-Octopus LMS Android app	The Android version of E-Octopus LMS. It must cover all the features available in the desktop version, except for the analytic feature.	2017-10-18

Buttons: Open Reference, Finished. Back to Process Steps.

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## **Activity 4: Define Project Approach**

### **Define project approach**

Define the project approach, which is a set of strategies that enables a project be planned, executed and completed.

### **Determine project timeframe**

Define a high level project timeframe that lists out the major milestones of the project. A summary of major milestones and deliverables will be created in the Initiation phase.

## **Activity 5: Identify Resource Requirements**

Identify the resources (human, physical, other) and skills required to complete this project.

## **Activity 6: Identify Project Success Criteria**

Identify the principles or standards used to determine or judge project success.

## **Activity 7: Identify Critical Success Factors**

Identify the factors that must be in place to ensure success of the proposed solution.