

SUBJECT	EXPLANATION	ADDITIONAL INFORMATION	EXAMPLES OF AMBIGUITIES	
S	Specific	Precisely formulated and clearly defined	Must be able to be interpreted in several directions	Most of the installation is included in the project's delivery
M	Measurable	Must be measurable with a number	It is difficult to follow up on something that cannot be measured by a number	The user interface must be appropriate and user-friendly
A	Acceptable	The main stakeholders agree	Disagreement on the project's goals will almost always go beyond the project	The two directors did not quite agree on the purpose of the project, but we decided to go anyway. Can't we find a solution along the way?
R	Realistic	There must be a balance between ambition and realism	We would like to be challenged, but it must be possible	The plan showed that there would be no time for summer holidays or illness, but we started anyway. Can't we find a solution along the way?
T	Time-bound	The goal must be reached at a certain time	When something is not posted in the calendar at a fixed time, it often happens that it is postponed again and again.	The customer will notify us of his decision on the design when they are ready.

FIGURE 4.12
SMART – A good mnemonic rule for the projects' objectives.