

DESCRIPTION	QUESTIONS	EXAMPLE	PHASE WHERE THIS IS DESCRIBED
<b>Purpose of project</b> (Justification for project)	Why is the project being performed?  (What effect do we want when the project has been performed?)	To heighten the respect of customers, staff, and competitors for the company. To improve the company's image.	Opportunity identification phase
<b>The project's product</b> (product description)	What is the project's product?  How will its purpose be realized?	A new company headquarters.	Opportunity identification phase
<b>The project's deliverables</b>	What specifically must the project supply? (Which results must the project supply?)	Design new company headquarters. Buy site Pile-driving, etc.	Planning and specification phase
<b>Project objectives</b> (Criteria for success)	How can we measure success?  (Which useful effects must the project have?)	Increase staff satisfaction from 3.5 to 4.5.  Raise the image index from 75 to 78.  Increase sales by 10 %.  Comply with budget of DKK 10 million, etc.	Planning and specification phase

FIGURE 4.8  
Hierarchy of objectives.