

MAKE YOUR STATEMENT A SUCCESS

# Project Purpose Statement

Writing down the purpose of your software project sounds easy. How hard could it be to string together twenty meaningful words about something you've spent so much time thinking about? If it were easy to create, most software projects would have one. But most don't, and most of them fail.

You want your project to succeed, so it's worth going to the trouble to craft an effective project purpose statement, to ensure your entire team is on the same page.

**Following are three exercises** to help you distill your project's (potentially nebulous) reason for being into a crisp, articulate project purpose statement.

# Exercise 1

Take this paragraph, and rework it into a short statement that is brief, tightly-scoped, concrete, and value-based:

**Bad example:** This project aims to improve online shopping user experience. By improving the user experience during the checkout process, we hope to increase the likelihood that customers will complete their transactions. This will reduce the amount of abandoned shopping carts by half and increase the conversion rate for this ecommerce retailer.

Your turn. Rewrite the paragraph into a single sentence that meets the following criteria:

- Brief:** 20 words or less
  - Tightly-scoped:** Focusing on the main goal
  - Concrete:** Tangible and measurable
  - Value-based:** Framed around the impact to the client or end-user
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You'll find a sample re-written sentence on the last page of this worksheet.

# Exercise 2

Identify the answers to the three questions in the following project purpose statement:

We're adding a self-service help desk so our existing customers can troubleshoot our products 24/7.

1. What are we building?
2. Who are we building it for?
3. What concrete outcome are we trying to achieve?

1.

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2.

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3.

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You'll find the answers on the last page of this worksheet.

# Exercise 3

Write your own project purpose statement.

First, write a single sentence that answers these three questions, in the following format: We're building (1) for (2) to bring about (3).

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Next, consider your sentence. Is it tightly-scoped? Is it concrete? And does it focus on the value it's providing to a particular group of people? If not, re-word it until you can answer "yes" to those questions.

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Finally, let's work on the length. Remove any "fluff" or unnecessary words to make your statement brief and clear. Try to get it under 20 words if possible.

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## Congrats!

The project purpose statement you've just workshopped is the first step to a successful project. To learn more about keeping your project on the path to success, [get in touch](#).

### **Exercise 1 Answer:**

We're redesigning the shopping UI to reduce the number of abandoned carts by 50% over the next year.

### **Exercise 2 Answers:**

1. A self-service help desk
2. Our existing customers
3. 24/7 troubleshooting for our products