

# Set Project scope

🕒 40 MINUTES

Analyze and plan, connect the needs of your customers with the business objectives of your company. Know the scope of the project and make it essential for your customers.



Advice

Understanding the needs of your customers and aligning them with the interests of your business will help you achieve your goals.

## 1 Needs

What needs the customers have?

## 2 Motivators

What improvement do I offer to meet their needs?

## 5 Purpose Business

What makes it worthwhile to have this business?

## 6 Impact

What are our goals and potential in the long term?

## 3 Purpose Client

What makes it worthwhile for the customers?

## 4 Actions

What do I expect customers to do?

## 7 Goals

What are my short-term goals?

## 8 Metrics

What KPIs should I measure to meet my goals?