

TARGET: HIGH-LEVEL OVERVIEW OF THE MISSION AS BASIS FOR DECISION MAKING

# ONE PAGER

**Categorization : Application / Product / Component  
Name:**

**Brand (optional) :**

**Opportunity / Problem / Threat Statement:** What is the chance / issue, who has it, why does it matter?

1 sentence

**Mission:** What is the expected outcome? Why does the project exist?

1 sentence



## Business Goals

BG1)  
BG2)  
.....  
.....  
.....  
BGx)



## Business Objectives Statements

BO1)  
BO2)  
BO3)  
.....  
.....  
.....



## Customer Goals Statements

CG1)  
CG2)  
CG3)  
.....  
.....  
.....



## Customer Objectives Statement

CO1)  
CO2)  
CO3)  
.....  
.....  
.....

**Project Size**  
XS, S, M, L, XL



**Impact estimation**  
Low, Moderate, Significant, High



**Strategic Fit**  
Low, Moderate, High



**ZUMTOBEL** Group

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# ONE PAGER - ADDENDUM

**Type of resources:** list all roles needed to run the MAP project

**Resource usage:** Estimate the extent you need a specific role in person days. Rely on predefined values if possible.

**Resource allocation:** Assign team members to the listed resources.

**MAP lead time:** Estimate the lead time of the MAP project

**Major Risks:** Formulate factors that potentially negatively impact the undertaking. Consider factors such as market situation, development efforts / system complexity, available internal knowledge, organization maturity, legal and regulatory situation

Link to Portfolio Review Document	Link to Market Review Document	Link to Competitor Analysis Document
Rational Project Size Estimation	Rational Impact Estimation	Rational Strategic Fit Estimation
Root Cause	Customer	Current Situation