MEMORANDUM IN MEMORANDUM FORMAT (10 pts)

TEAM LEADER IDENTIFIED (3 pts)

TEAM LEADER RESPONSIBILITY ROTATES (2 pts)

PLAUSIBLE PROJECT SCOPE OF 25-50 DISTINCT PARTS (5 pts)

MISSION STATEMENT:

PRODUCT DESCRIPTION (1 pt)

KEY BUSINESS GOALS (1 pt)

TARGET MARKETS (1 pt)

ASSUMPTIONS AND CONSTRAINTS (1 pt)

STAKEHOLDERS (1 pt)

CUSTOMER PROFILE (10 pts)

CUSTOMER NEEDS:

BASED ON INTERVIEWS OF 10-15 POTENTIAL CUSTOMERS (5 pts)

AT LEAST 5 SIGNIFICANT CUSTOMER NEEDS IDENTIFIED (5 pts)

CUSTOMER NEEDS DESCRIBED AS FEATURES (5 pts)

REASONABLE IMPORTANCE RANKING (5 pts)

SENSIBLE JUSTIFICATION (5 pts)

TEAM CONTRACT:

COVERS ISSUES OF MEETING ATTENDANCE AND E-MAIL RESPONSE (10 pts)

ADDITIONAL WELL-THOUGHT-OUT CONTRACT ELEMENTS (5 pts)

TOTAL SCORE (max 75 pts)