2. PROJECT ORIGINATION

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2.3 Project initiation

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What sparks a new project?

A problem	An opportunity	A dream
Overcome an obstacle to progress	Exploit a new technology	Realise a political ambition
Construct a bridge across a deep valley	*Provide home deliveries by autonomous drone*	*Establish an AI college in every large city*

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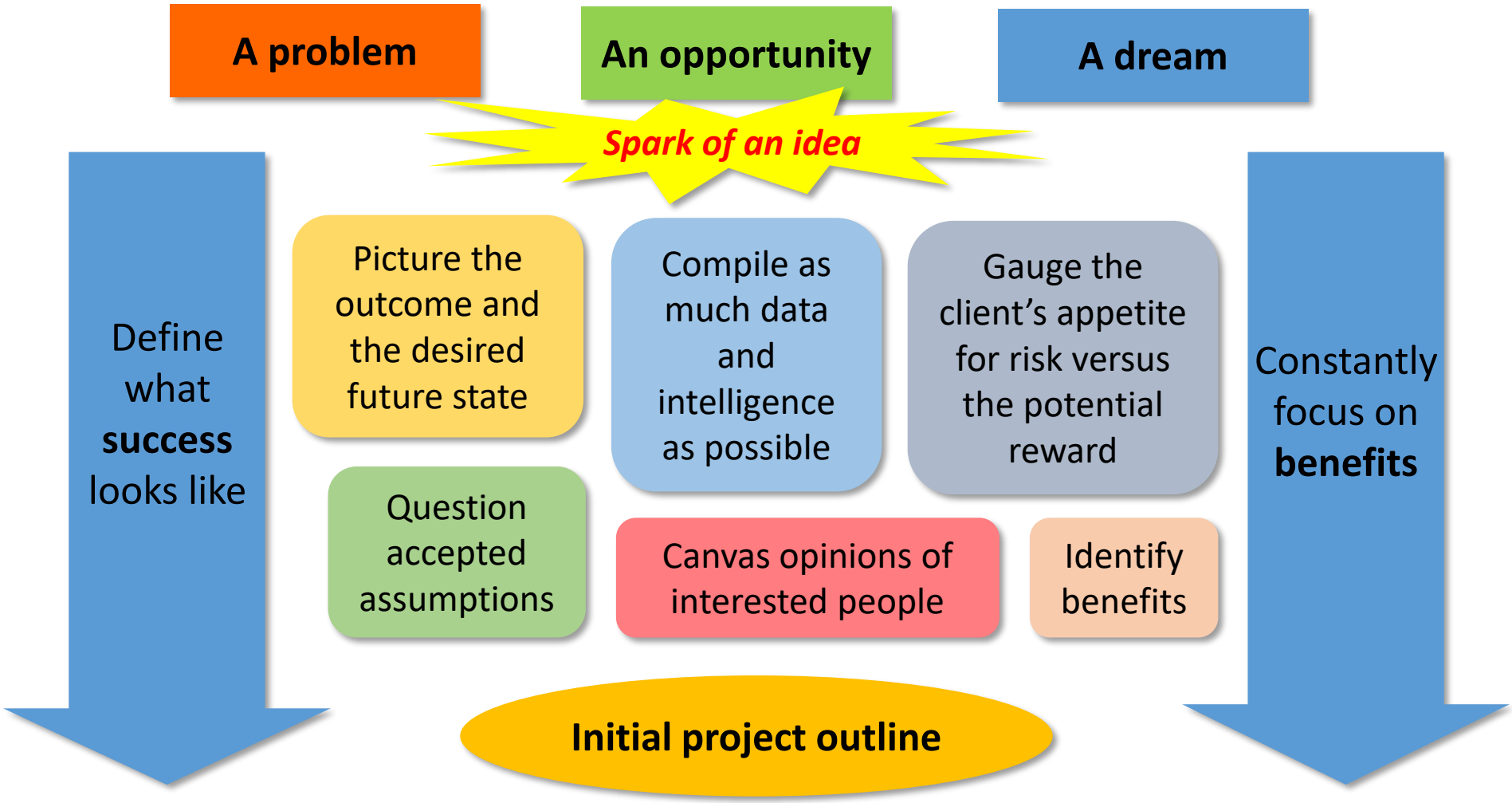
Project outline creation



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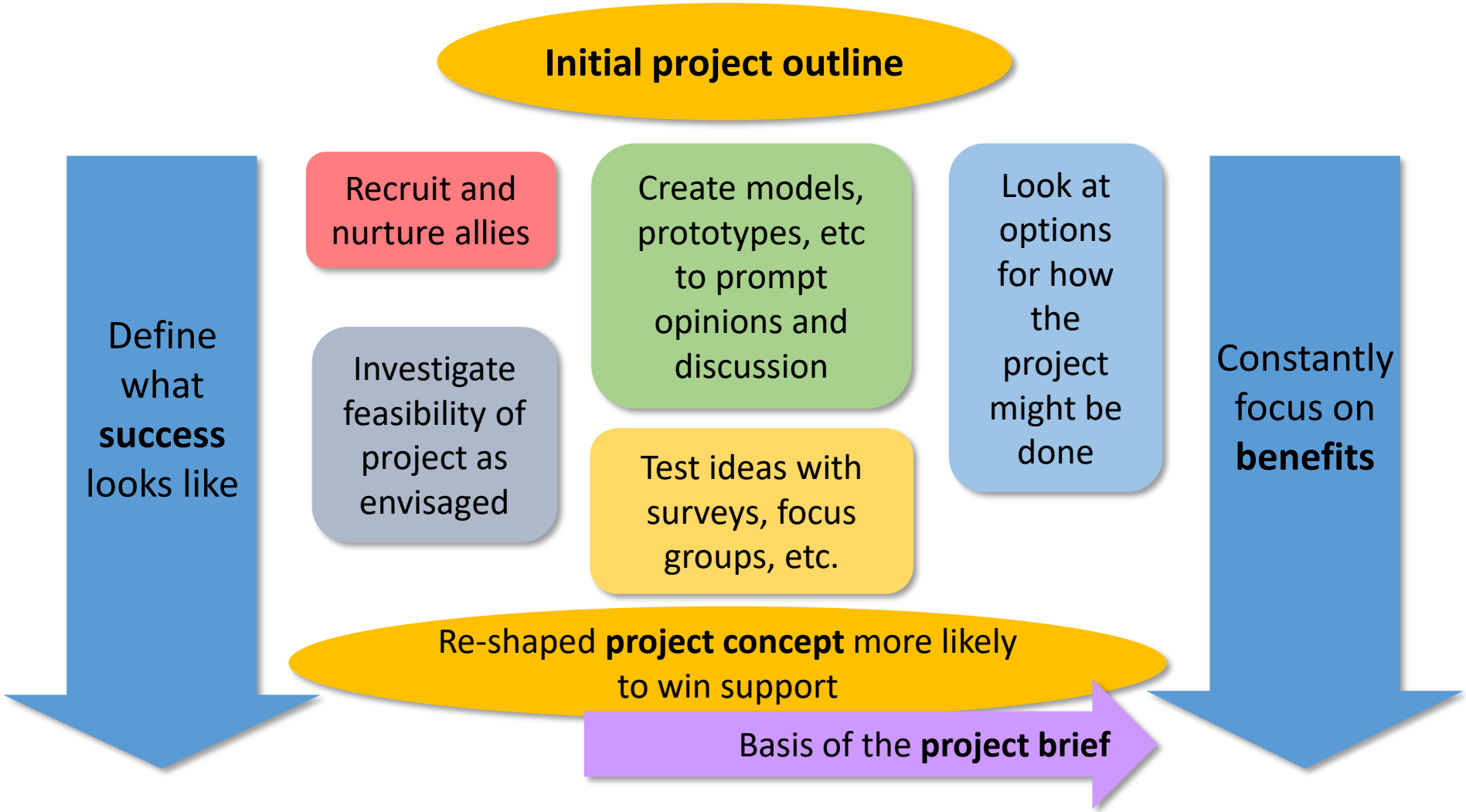
Project outline creation



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How challenging will the project be?

A **project challenge** is an aspect of the project that will require special technical, financial, managerial or other skills in order to achieve the desired benefits.

Is the very idea of the project feasible enough for us to consider doing it?

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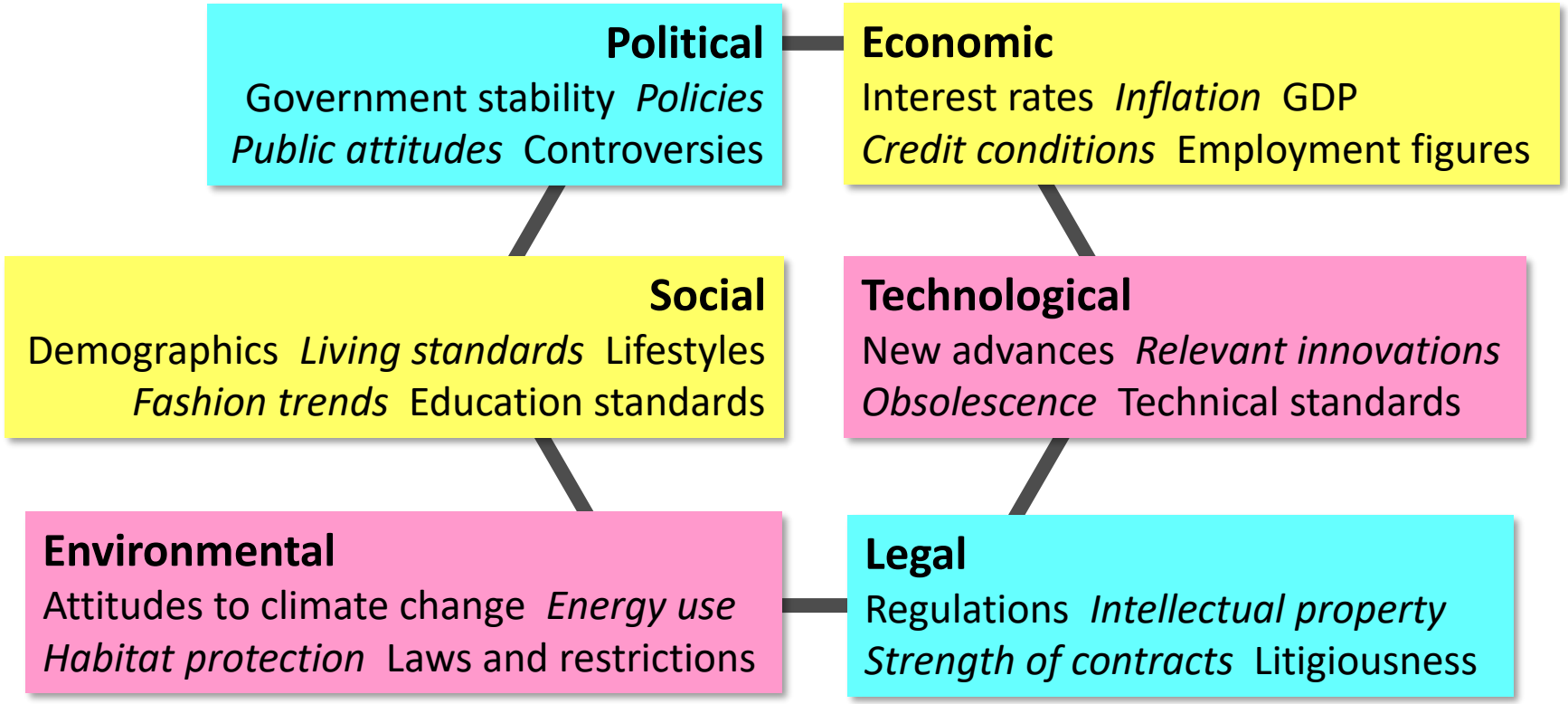
Ways to consider project challenges

PESTEL



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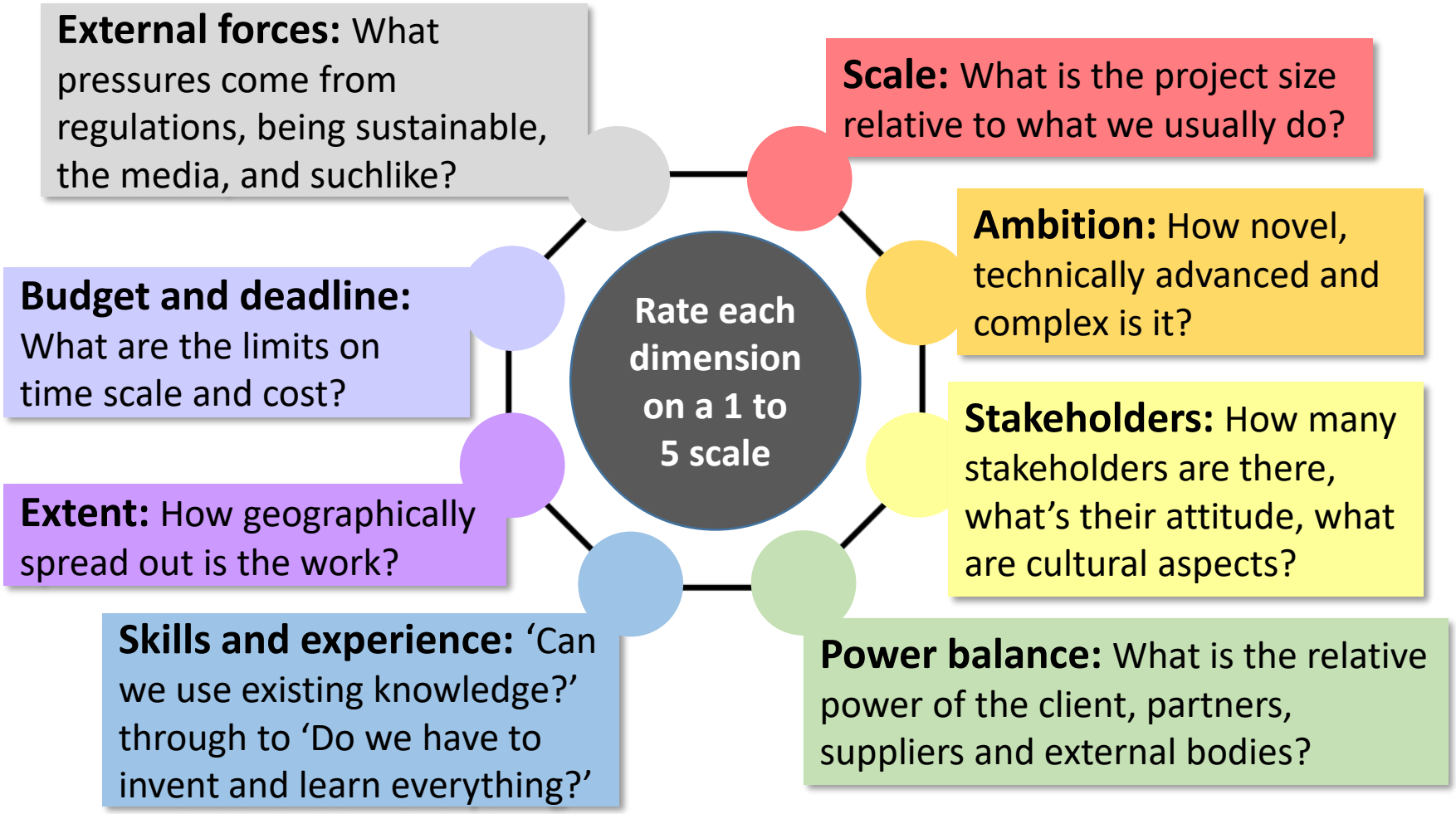
A more comprehensive challenges model



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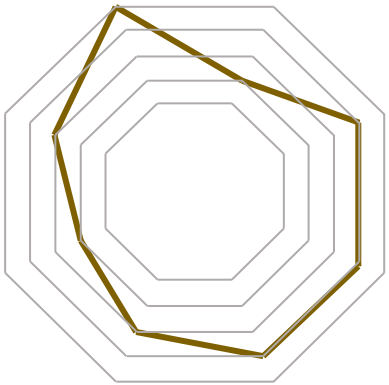
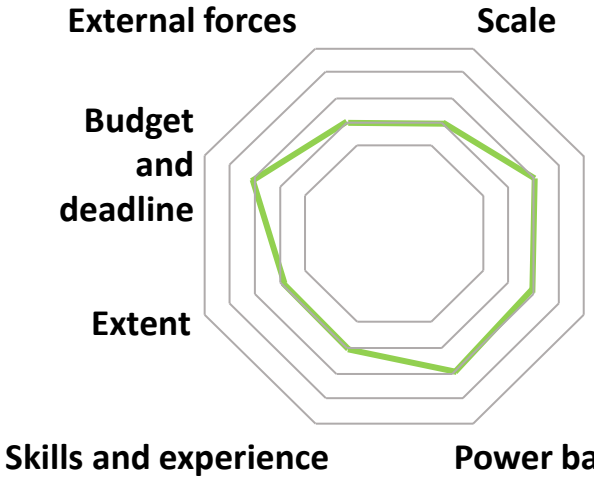
Different projects: different challenges

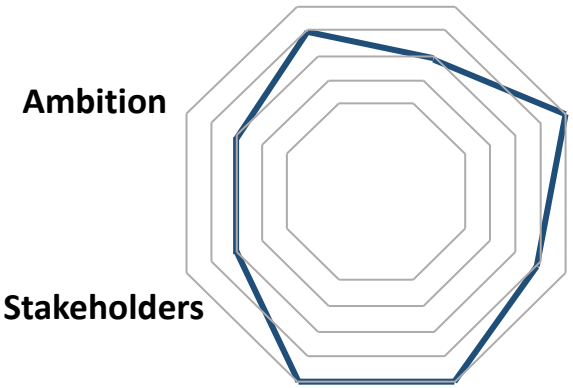
Shakespeare's Globe



London office tower



Sydney Opera House



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Aspects to consider in project design

	Project	Output
Effectiveness	Produces an output that meets the customer's expectations	Does the job which the customer expects and delivers the desired benefits
Economy	Uses the minimum material and energy to create the output	Requires the minimum resources, servicing and maintenance to do its job
Elegance	Is conducted in a way that is admirable, showing professionalism and character	Goes beyond practical functionality, creating a positive bond with the user and all who come into contact with it
Efficiency	Creates the output at the lowest cost and in shortest time, consistent with customer quality expectations	Fully meets the customer's needs at the lowest possible purchase and ownership cost
Endurance	Takes the minimum possible time to do the project properly	Has the durability to do its job for as long as it is required
Eternality	Is carried out with the minimum impact on the planet	Uses as much renewable material and energy as possible, and is capable of being entirely recycled

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