

Achieve CAPM® Exam Success:
A Concise Study Guide and Desk Reference

QUALITY METRICS – CHAPTER 8

In order to satisfy LUV Music web-site objective the two investors have concurred with the project manager that the following metrics will be used to measure successful delivery of the project objectives.

1. Create a ten-page website that introduces LUV MUSIC to the domestic and international markets.
 - Individuals will be asked for basic demographic information which will include nation of residence, gender, income level (including the ability to identify annual income exceeding U\$S 150,000 or nation of residence-equivalent currency).
 - Every transaction (click-throughs and purchases) needs to capture the nation of residence.
 - The website administrative page will have a button to display the national background of both click-throughs and purchases. It will have a goal field initially set to compare actual-to-date to the domestic USA goals of 1) web click-throughs no more than 60% and 2) purchases no more than 80% of revenue. It will have a field set to 50% to display state of attainment of transactions by upper middle class exceeding half of all activity.
2. Generate at least U\$S 50,000 in revenue from the LUV MUSIC website in its first year with at least a 5% increase annually. Website administrative page will have a field set to U\$S 50,000 to track first year's performance.