

KK01 — Reasons why individuals and organisations undertake software development projects

Analysis & Design · Comprehensive exam study guide

STUDY DESIGN — YOU MUST KNOW

- increasing productivity and efficiency
- reducing costs
- identifying opportunities to address gaps in the market
- meeting organisational objectives or needs

Software projects begin for business reasons. You must be able to identify and explain these drivers in a scenario — examiners reward linking the reason to a benefit for the organisation.

Common reasons

Reason	What it means / example
Increase productivity & efficiency	Automating manual tasks so more is done in less time (e.g. auto-generating invoices).
Reduce costs	Cutting expenses such as labour, paper or errors (e.g. self-service replaces staff time).
Address a market gap / opportunity	Building something competitors don't offer to attract customers.
Meet organisational objectives/needs	Supporting a goal such as better customer service or regulatory compliance.

Key definitions to memorise

Productivity	The amount of useful output produced for the effort/time put in.
Efficiency	Achieving a result with the least waste of time, effort or resources.

Exam technique

EXAM TIP

- Always tie the reason to a benefit ('reduces cost by removing manual data entry').
- In a scenario, quote evidence from the stem that signals the driver.

COMMON MISTAKES

- Listing reasons with no link to the scenario or benefit.
- Confusing efficiency (less waste) with effectiveness (achieving the goal).

Quick revision checklist

- I can name four reasons organisations undertake projects.
- I can justify a reason from evidence in a scenario.

Exam practice — questions & model answers

Q1. State two reasons an organisation might undertake a software development project.

State · 2 marks

Model answer

- Any two of: increase productivity/efficiency; reduce costs; address a market gap; meet organisational objectives (2).

Q2. A retailer builds an app so customers order without staff assistance. Explain two reasons that justify this project.

Explain · 4 marks

Model answer

- Reduce costs — fewer staff hours are needed for taking orders (2).
- Increase efficiency/productivity — more orders can be handled at once, improving service (2).