PROPOSITION

What audience needs are we satisfying?
Problem statement

AUDIENCE

Who are the target user groups or segments?
Primary audience
Goals
Evidence / Source

VISION

How are we going to realise the proposition?
Strategic approach

GOALS

Why will this benefit the organisation?
SMART business objectives:
Specific
Measurable
Achievable
Relevant
Time-bound

CHALLENGES

What issues do we need to overcome or resolve?
Feasibility / Desirability / Viability
Risks
Deficiencies
Barriers
Insights
Politics & Culture

STAKEHOLDERS

Who are the business sponsors accountable for budget and success?
inc Project Sponsor
Level of involvement (RACI):
Responsible
Accountable
Consulted
Informed

APPROACH

How are we going to approach the project?
Methodology
MIlestones & Tempo
Location & Environment

OUTCOMES

What practical impact do we want this project to have?
End result of effort / activities
Indirect organisational or departmental objectives
Personal ambitions

SCOPE

What are the boundaries of our remit for this work?
Boundaries
Constraints (Business, Technology, Design)

TEAM

Who are the people and partners directly responsible for delivery?
inc Product Owner
Roles & Responsibilities

ACTIVITIES

What are we going to do to achieve our desired goals and outcomes?
Indicative outputs

METRICS

How will the goals be measured?
Goal KPIs
Indicators of success
Tracking tools