



DEFINING THE PROBLEM

What is the problem?

Who is impacted?

What are the causes of the problem?

What is the evidence? Whom can you interview? What experiment can you run?

IDENTIFYING SOLUTIONS

How can the problem be tackled?

What is the mechanism of beneficial change?

Who is most likely to be supportive?
Champions

Who is most likely to be opposed?
Foes

DESIGNING FOR IMPLEMENTATION

How will the solution work?
What is the user experience?

Who has to do what to make it happen?
Partners, Competitors?

With whom can I collaborate and partner?
Partners?

Why do this now?
Precipitating events

Who else is in the field?
Competitors



DESIGNING FOR IMPLEMENTATION

Why is this project still needed? What's missing?

Gap analysis

Physical, human and intellectual resources needed?

Resources

Strategy?

Next steps

Cost structure? Financial sustainability? Revenue Streams

EVALUATION AND EVOLUTION

Key metrics

Metrics

How might this go wrong?

Risks

How will I promote adoption?

Champions