Problem Statement

What is the issue we are trying to solve?
What are the primary challenges?

The Problem

Users & Those Impacted

Who will use this app/project/tool?
Create personas or user stories
based on archetypes of your target audience.
Who will this project affect and how?
Who is the primary beneficiary?
Where could you encounter users for feedback?

Features & Benefits

What will your app/project/tool do?
What are the core essential features/components
required for this project to be successful?
How does each feature address a need or goal in your
user stories/personas?
How will it provide benefits?

Key Activities

How will this app/project/tool come to life?
List the tasks required to implement the project's
main features.
How will this app/project/tool get to its
intended audience?
How will we promote adoption?
How will we maintain momentum for the development
of this project?
How will we keep the end product evergreen?

Partners

Who could help us create this project?
What existing organizations can help you obtain
Key Resources?
What other existing community groups will have
an interest in bringing this project to life?

Project

What will we create for the user?
How is this addressing the Problem Statement and the Users?
What are the goals or metrics for success of this project
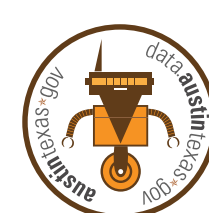in the next 3 months, 6 months, 1 year?

The Solution

Key Resources

What resources are needed to complete
the Key Activities for this project?
Will you need access to a dataset or subject matter expertise?
Where will you need help?
Start to discuss what types of technologies would be
best suited to address the requirements of this project.

The Logistics