# User-Needs Decision Making Framework

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|  | *Score 1 to 5 (1=poor; 2=fair; 3=adequate; 4=good; 5=excellent)* | *Comments* |
| **User Issue** | | |
| To what extent is the problem facing users clearly defined? |  |  |
| To what extent have specific user pain-points or challenges that been identified? |  |  |
| To what extent has user research been conducted to identify the problem, or, to support the understanding of the problem? |  |  |
| To what extent is there data or insights from user research that back-up or support the problem statement? |  |  |
| **User Identity** | | |
| To what extent are the user personas well-defined and described? |  |  |
| To what extent are the key characteristics of the target users clearly outlined? |  |  |
| To what extent does the proposal demonstrate how it aligns with the goals and needs of the identified user personas? |  |  |
| To what extent is there evidence that user needs and preferences have been considered in the project proposal? |  |  |
| **User Impact** | | |
| To what extent has the potential impact on individual users been assessed? |  |  |
| To what extent are there clear benefits outlined for individual users if this project is implemented? |  |  |
| To what extent has the proposal considered the collective scale of the user problem and the potential solution? |  |  |
| To what extent are there insights into how the project could benefit a larger user community or population? |  |  |
|  | *Score 1 to 5 (1=negligible; 2=limited; 3=moderate; 4=significant; 5=transformational)* | *Comments* |
| What is the individual user impact of the problem and / or solution? |  |  |
| What is the collective user impact of the problem, and / or solution? |  |  |