

# Project Concept Worksheet

This template is intended to serve as a starting point that encourages brainstorming and collaboration. We recommend modifying and re-creating this to suit your needs.

Use a whiteboard, sticky notes, or an online tool of your choice.

## WHO?

### FOR EXAMPLE:

Who is proposing the solution?

Who is the proposed solution for?

Who would we like to use the app?

Who is impacted, positively or negatively, by this proposed solution?

## WHERE?

### FOR EXAMPLE:

Where will the app be used (in office, in the field, etc)

Where will the app be accessed from (app store, web, intranet)

## WHAT?

### FOR EXAMPLE:

What problem is being solved?

What is the proposed solution?

What devices will the app be used on?

What other departments/business lines will be engaged?

## WHY?

### FOR EXAMPLE:

Why is this needed?

Why is it needed now?

Why is using CD the correct option?

## WHEN?

### FOR EXAMPLE:

When will the app need to be live?

When is the proposed project kick-off date?

## HOW?

### FOR EXAMPLE:

How will this benefit the target group?

How will it support the business or departments?

How will the app be maintained long-term?

How does this app improve on what is currently there?