Project roadmap

Continuous testing

WE ARE HERE

Kickoff	Research	Analyze	Collaborate	Refine	Align	Execute

Kickoff
- Understand client objectives and challenges
- Define the problem
- Establish hypotheses

Research
- Conduct market research
- Analyze available client data
- Interview internal and external stakeholders
- Refine hypotheses

Analyze
- Develop data models
- Synthesize critical insights
- Project potential outcomes
- Outline opportunities and risks

Collaborate
- Meet with team to formulate data-driven recommendations
- Develop implementation roadmap for proposed solutions

Refine
- Collect input on recommendation and critical findings
- Update and improve recommended strategy

Align
- Present final findings and recommendation to critical decision makers
- Secure client alignment on actionable next steps

Execute
- Drive integration into client operations and workflows
- Monitor, measure, and adjust project plans for success

The SCQ framework helps us define and refine the problem.

Situation — What is the situation or context?

Complication — Why are we talking about this?

Question — What are we solving for and why?