

THE DIGITAL PROJECT

WORKSHEET

*Uncovering the current digital
health and gaps to be built upon.*



Digital project worksheet

Digital is not something that sits in isolation from the rest of your business technology and tools. It plays a part within a broader ecosystem, and the first step we take before we add more to that system is to understand the current system, how it is functioning (or not) and the gaps as part of your digital audit. The next is to define the digital project and the gap it is filling in detail before engaging a digital partner.

Digital project sponsor (leader)

Digital project details

WHO:

ALIGNED: YES | NO

WHAT:

BUDGET:

RELATED PROJECTS:

STEP 1: CLARITY

WHY ARE YOU DOING THIS PROJECT? (THE BUSINESS CHALLENGE)

WHAT IS THE ROLE IT WILL PLAY? (DIGITAL ECOSYSTEM AUDIT)

WHAT HELP DO YOU NEED? (CAPABILITY AUDIT)

WHAT DOES SUCCESS LOOK LIKE? (DATA REPORTING MODEL)

WHAT INVESTMENT ARE YOU WILLING TO MAKE + WHAT IS THE EXPECTED RETURN? (DATA REPORTING MODEL)

STEP 2: FOCUS

WHO IS IT FOR? (CUSTOMER NICHE PERSONA)

WHAT IS THE STEP YOU NEED THEM TO TAKE BY IMPLEMENTING THIS PROJECT? (CUSTOMER JOURNEY)

HOW DO YOU WANT THEM TO FEEL ONCE THEY HAVE TAKEN THE STEP? (EMPATHY MAPPING)

Digital project worksheet

STEP 3: CONSIDER YOUR OPTIONS

OPTION 1:

PARTNER:

CONTACT:Y|N

OPTION 2:

PARTNER:

CONTACT:Y|N

OPTION 3:

PARTNER:

CONTACT:Y|N

STEP 4:

WHEN DO YOU NEED IT BY/ WHAT ARE THE NON NEGOTIABLES?

IS ONGOING SUPPORT IMPORTANT TO YOU?

WHAT ARE YOUR CONCERNS BASED ON PREVIOUS EXPERIENCE?

JOIN THE UNLOCK + AMPLIFY PROGRAM

FOR LEADERS WHO ARE SEEKING TO UNDERSTAND, UNLOCK + AMPLIFY THE VALUE WITHIN
THEIR BUSINESS TO CONNECT WITH A MARKET IN A MORE MEANINGFUL WAY.

VISIT WWW.YOURDIGITAL.COACH TO APPLY