

Business Requirement

What does the business need?

1

Business Challenges

What challenges do you target audiences face?

2

Customer / Clients

What types of targets should you focus on?

3

Benefits

What are the goals or outcomes that you are expecting for the users?

4

Services / Content / Case Study Ideas

What changes or additions need to take place to create the right impression, environment support?

5

HypothesesCombine the assumptions from 2,3,4 & 5 in to the following statement:
"We believe that (business outcome) will be"

6

Business Outcome

What changes to the current results are expected?

1

What's the order of Importance

Prioritise the Hypotheses and record barriers to this happening.

7

Measurement

How are you going to measure the outcomes?

8