DIGITAL VISION FRAMEWORK

Imagine the year is 2030...

WHY?

Profile

What do you want people to know or think about your organisation?

Purpose

What impact is your organisation having in 2030?

What role does digital play in helping you achieve this vision?

WHO?

Users

Who are the users of your digital products?

What do we need users need to think / feel / do?

WHERE?

Platforms and Channels

What platforms and channels will you use to reach your audience?

What data or insights will you use to assess these channels' effectiveness?

HOW?

People and Skills

What skills do you need in your team to execute your vision?

Infrastructure

What tools will you need to execute your vision?

How will you know you've been successful?