

PROJECT CHECKLIST FOR DIGITAL MATURITY



Name of your team or department:

Proposed product name:

Your top digital objectives:

Write down the top five digital objectives of your organisation.

Now circle which objectives your project will deliver.

This will help you keep your product aligned with your wider objectives.

1

2

3

4

5

Summarise how the product would help your organisation meet its objectives:

List the audiences this product will engage:

What user needs will the product answer?

What platforms will you be using to promote the product?

What will this product help you do that you're not doing now?

When will the product go live?

How long will the product be live for?