

Project Initiation Criteria

Before you start your project, ensure that you have considered how it will meet each of the following criteria. The answers to each of these questions should be documented in the *Project Briefing Document*.

Experience and strategy: WHY?

- Do we fully understand the audience and their needs?
- How have we evidenced audience need?
- How have we challenged internal assumptions?
- Does this need clearly support our states organizational objectives?
- Can we clearly define a product/service that meets the audience need?
- Have we clearly defined objectives & KPIs to measure the outcome?

Content and governance: WHAT?

- Do we have a clear strategy for creating content that supports audience goals?
- Do we understand the channel mix around content we create (web, video, social, etc.)?
- Have we planned content and campaigns in an effective an integrated manner?

Technology and resources: HOW?

- Are there any existing platforms/services which we need to consider?
- What data needs to be captured and how does that impact on user need vs. our need?
- How does the solution need to scale, e.g. is it global? Multiple languages?
- How can we extend the reach and impact for users?
- Have we considered the financial model and ongoing costs?
- How will the product/service be supported once it's in place?

