

Reframing Project Definition

Name of organisation

Project title

Pressing needs / barriers / opportunities Based on user-research analysis

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Vision What will success look like?

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Objectives What are you aiming to achieve?

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Scope What is included within the project and what is not? Consider a scope which is realistic in light of the length of the programme and capacity of your team.

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Project team Who cares about the objectives? Who is connected to the right people? Who has the expertise?

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Stakeholders Who does this project affect? Who should be informed/consulted? Who is the target audience?

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Timescales When does the project need to be completed by? Are they key dates that it coincides with and would be best to avoid or benefit from?

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SMART goal Specific. Measurable. Attainable. Realistic. Timely

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One-sentence challenge

Action (e.g. create/redesign/introduce/promote)

Output (e.g. a platform/intervention/service/campaign)

Outcome (e.g. that enables/motivates/supports)

Target audience (e.g. students/adult learners/dealerships)

Goal (e.g. to apply/engage/respect)

