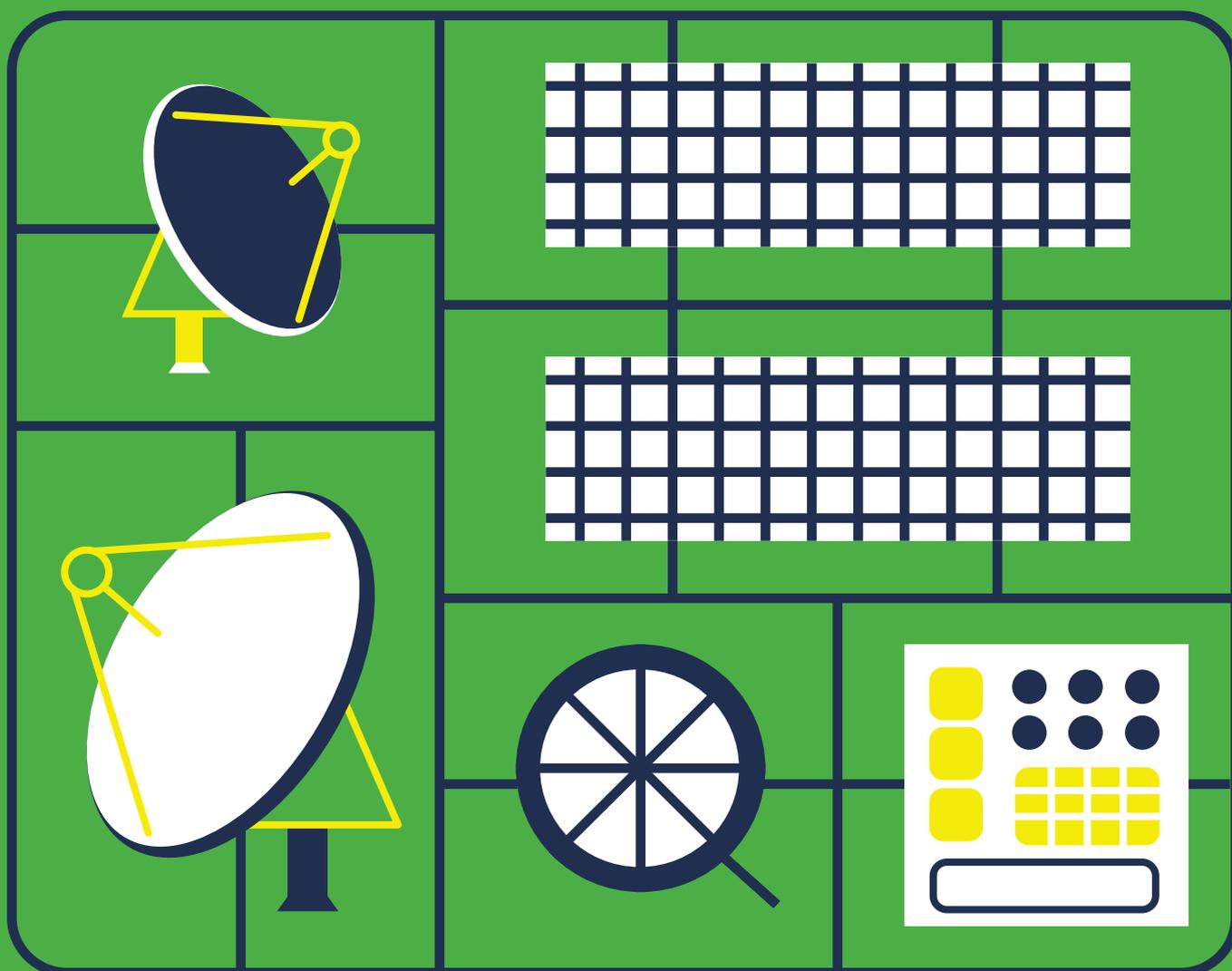




A tool for reviewing **digital projects.**



“ Every minute
you spend in
planning saves 10 minutes
in execution; this gives
you a 1,000 percent Return
on Energy! ”

- Brian Tracy



Does my digital project make sense?

A robust framework to help keep you and your team on track to success that covers key dimensions of: strategy, infrastructure, value, engagement, performance - and the intended stakeholder users' views of its fit.

It addresses:

- 

1 Strategy: The project is designed to enable or support business strategy, with clear definition of how benefits will be achieved.
- 

2 Build: The overall design of the project in terms of being future-proofed - as much as possible - and to ensure risk management and securities are optimal.
- 

3 Purpose: Objective (s) of the project and its intended value are clear.
- 

4 Engagement: Fit and involvement for the intended target group is high.
- 

5 Functionality: Performance and ease of use is good.
- 

6 Information: Quality, quantity, credibility, goals, description.
- 

7 Subjective quality: Overall ratings of users.

Who is this assessment tool designed for?

If you're someone trying to develop a digital project you can use this framework. Use it with the team involved to give you full coverage of the right areas of interest and expertise. It should include some external peer reviewers if you can [they will help reduce risks of people getting blinkered and create learning opportunities for the team], and of course, the people the project is intended to deliver for.

Your original brief behind the project should always be part of what informs your assessment.

“Is it in scope and on brief?”
That is the key question.

Right, here goes.

Now you rank your project against each set of category questions, marking each answer to the statement that is truest.





Quality criteria 1: Strategy

Has the project been designed to enable or support business strategy, with clear definition of how benefits will be achieved?

<p>1 Have strategic objectives and goals been clarified, and what the project is designed to accomplish, been set out in clear terms?</p>	<p>Tick which is most true.</p>
<p>Business strategy is not well defined and the project has no clear objectives or benefits.</p>	<p>1</p>
<p>Some goals and benefits have been described but they are not linked to any wider strategy or business problem definition.</p>	<p>2</p>
<p>Acceptable objectives designed to address specific problems but still not clear on business benefits or links to overall business strategy.</p>	<p>3</p>
<p>Strategy is robust. The project has been designed to deliver business benefits based on clear strategic objectives with well-established metrics. A few issues to resolve.</p>	<p>4</p>
<p>Completely set to strategic objectives. Perfectly and obviously designed to deliver positive outcomes now as well as to meet future needs.</p>	<p>5</p>



<p>2 Project team and processes have been set up to ensure success.</p>	<p>Tick which is most true.</p>
<p>The project team is not experienced and the project has no clear project management framework in place. Change management has not been considered.</p>	<p>1</p>
<p>The project team has some skill gaps. There is a project management framework but it is not sufficiently robust and there is no change management consideration.</p>	<p>2</p>
<p>Acceptable project plan and team are in place but still not clear on managing the project impacts through the business more widely.</p>	<p>3</p>
<p>Project management and team are robust. Change management plan for management of localised and wider impacts has been set up. A few risks or issues yet to resolve.</p>	<p>4</p>
<p>Completely set up for success. Perfectly and obviously designed to deliver positive outcomes.</p>	<p>5</p>

<p>3 Strategies for measuring outcomes and progress toward goals are well defined.</p>	<p>Tick which is most true.</p>
<p>Business measures are not defined and the project has no clear progress assessment gateways.</p>	<p>1</p>
<p>Some measures have been described but they are not well defined.</p>	<p>2</p>
<p>Some acceptable measures designed to assess specific outcomes but still not sufficiently clear or comprehensive.</p>	<p>3</p>
<p>Metrics are robust. The project's progress has been designed to be assessed at key intervals based on clear strategic objectives linked to well established metrics. Project outcomes have good assessment measures. A few issues still to resolve.</p>	<p>4</p>
<p>Completely set to assess all progress and impact objectives on key metrics. Perfectly and obviously designed to deliver positive outcomes.</p>	<p>5</p>

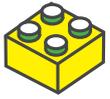
<p>4 Business pipeline dependencies have been well identified and strategies established to manage these.</p>	<p>Tick which is most true.</p>	
<p>Business dependencies have not been considered.</p>	<p>1</p>	<input type="checkbox"/>
<p>Some pipeline considerations have been documented but no management strategies have been described.</p>	<p>2</p>	<input type="checkbox"/>
<p>An acceptable level of dependency analysis exists with some planned strategies in place but still not sufficiently clear or comprehensive.</p>	<p>3</p>	<input type="checkbox"/>
<p>Pipeline analysis is robust. The project’s progress has been designed to be supported by the majority of necessary work on key dependencies with accountable milestones in place. A few issues still to resolve.</p>	<p>4</p>	<input type="checkbox"/>
<p>Completely set to assess and address all pipeline issues and ensure necessary linked work is in place with accountable milestones set. Perfectly and obviously designed to deliver positive outcomes.</p>	<p>5</p>	<input type="checkbox"/>

<p>5 Stakeholder management plan is well-defined and in place.</p>	<p>Tick which is most true.</p>	
<p>Key sponsors and wider stakeholders have not been considered.</p>	<p>1</p>	<input type="checkbox"/>
<p>Some consideration of stakeholders but no plan in place.</p>	<p>2</p>	<input type="checkbox"/>
<p>Acceptable stakeholder consideration but the stakeholder management plan is not sufficiently clear, wide or comprehensive and feedback and communication plans are not yet adequate.</p>	<p>3</p>	<input type="checkbox"/>
<p>Stakeholder management is robust. A plan has been designed to ensure the majority of necessary stakeholders are engaged and mechanisms set up to support feedback at relevant milestones, with a communications plan in place. A few issues still to resolve.</p>	<p>4</p>	<input type="checkbox"/>
<p>Completely set to assess and address all stakeholder issues and ensure necessary feedback mechanisms and communications plans are in place. Perfectly and obviously designed to deliver positive outcomes.</p>	<p>5</p>	<input type="checkbox"/>

6 Add all your strategy scores together and divide them by 5.

 What is your strategy score?





Quality criteria 2: Infrastructure

Has the project been designed to make sure sustainability, risks and securities are as optimised as they can be? Are future proofing strategies in place?

<p>1 Future proofing: Does the project have the flexibility to be updated to meet emerging needs?</p>	<p>Tick which is most true.</p>
<p>Changes would be difficult/time consuming. The project is completely siloed and based on a legacy system, or technology with high risk, e.g., vulnerability of ongoing supply.</p>	<p>1</p>
<p>Some flexibility. But silo/dependency issues do exist.</p>	<p>2</p>
<p>Acceptable technology and breadth but it has not been designed to be updated easily.</p>	<p>3</p>
<p>Technology is robust. The project has been designed to map into wider systems and has good capacity for growth. A few issues to resolve.</p>	<p>4</p>
<p>Completely set to such objectives. Perfectly and obviously designed to meet future needs.</p>	<p>5</p>



<p>2 Is connectivity to other apps/platforms intended to be a feature of the project? If so, has it been either allowed for now or the door left open for later connectivity?</p>	<p>Tick which is most true.</p>	
<p>Connectivity or platform agnostic capability has not been considered. Build has been customised to meet the needs of a specific environment and would not translate.</p>	<p>1</p>	<input type="checkbox"/>
<p>Connectivity has been considered but will be limited by the environment.</p>	<p>2</p>	<input type="checkbox"/>
<p>Connectivity not currently in place but has been considered and the door left open for that development going forward.</p>	<p>3</p>	<input type="checkbox"/>
<p>Well-developed capability, with a few easily resolved issues.</p>	<p>4</p>	<input type="checkbox"/>
<p>Completely set to such objectives. Perfectly and obviously designed to deliver connectivity.</p>	<p>5</p>	<input type="checkbox"/>

<p>3 Has the project been designed to ensure optimal data management: Privacy, security and user?</p>	<p>Tick which is most true.</p>	
<p>Very poor consideration of data issues. Significant risks attached.</p>	<p>1</p>	<input type="checkbox"/>
<p>Potential risks/threats to data security exist. Major gaps in user options.</p>	<p>2</p>	<input type="checkbox"/>
<p>Acceptable mechanisms exist for protection of data but there are some risks that require investigation. User option gaps still to address.</p>	<p>3</p>	<input type="checkbox"/>
<p>Well-developed, with a few minor issues to be resolved.</p>	<p>4</p>	<input type="checkbox"/>
<p>Completely set to such objectives. Security is high. User ability is in place to easily access, use or share data as desired.</p>	<p>5</p>	<input type="checkbox"/>

4



What is your infrastructure mean score?





Quality criteria 3: Data

Contains high quality data from credible sources.

1 Accuracy. Does the data contain what is described?		Tick which is most true.
Misleading. Either it does not contain the described components/functions, or it has no description	1	
Inaccurate. It contains very few of the described components/functions	2	
OK. It contains some of the described components/functions	3	
Accurate. It contains most of the described components/functions	4	
Highly accurate description of the components/functions	5	



<p>2 Goals: Does the product have specific, measurable and achievable goals (specified in description and/or within the product itself)? * n/a if goals are irrelevant (e.g. a game for educational purposes)</p>	<p>Tick which is most true.</p>	
<p>The product has no chance of achieving its stated goals</p>	<p>1</p>	
<p>Description lists some goals, but the product has very little chance of achieving them</p>	<p>2</p>	
<p>OK. The product has clear goals, which may be achievable</p>	<p>3</p>	
<p>The product has clearly specified goals, which are measurable and achievable</p>	<p>4</p>	
<p>The product has specific and measurable goals, which are highly likely to be achieved</p>	<p>5</p>	

<p>3 Quality of information: Is all content correct, well written and relevant to the goal/topic of the product? * n/a if there is no information within the product</p>	<p>Tick which is most true.</p>	
<p>Irrelevant/inappropriate/incoherent/incorrect</p>	<p>1</p>	
<p>Poor. Barely relevant/appropriate/coherent/may be incorrect</p>	<p>2</p>	
<p>Moderately relevant/appropriate/coherent/and appears correct</p>	<p>3</p>	
<p>Relevant/appropriate/coherent/correct</p>	<p>4</p>	
<p>Highly relevant, appropriate, coherent and 100% correct</p>	<p>5</p>	

<p>4 Quantity of information: Is the extent of the coverage within the scope of the product and comprehensive but concise? * n/a if there is no information within the app</p>	<p>Tick which is most true.</p>	
<p>Minimal or just overwhelming</p>	<p>1</p>	
<p>Insufficient or possibly overwhelming</p>	<p>2</p>	
<p>OK but not comprehensive or concise</p>	<p>3</p>	
<p>Offers a broad range of information, has some gaps or unnecessary detail; has no links to more information and resources</p>	<p>4</p>	
<p>Comprehensive and concise; contains well considered links to more information and resources</p>	<p>5</p>	

<p>5 Visual information: Is visual explanation of concepts – through charts/graphs/images/videos, etc. – clear, logical, correct? * n/a if there is no visual information within the product (e.g. it only contains audio, or text)</p>	<p>Tick which is most true.</p>	
<p>Completely unclear/confusing/wrong or necessary but missing</p>	<p>1</p>	
<p>Mostly unclear/confusing/wrong</p>	<p>2</p>	
<p>OK but often unclear/confusing/wrong</p>	<p>3</p>	
<p>Mostly clear/logical/correct with negligible issues</p>	<p>4</p>	
<p>Perfectly clear/logical/correct</p>	<p>5</p>	



<p>6 Credibility: Does any factual/help information in the product come from a legitimate source (specified in the description or within the product itself)?</p>		<p>Tick which is most true.</p>
<p>Source identified but legitimacy/trustworthiness of source is questionable (e.g. another commercial business with vested interest)</p>	1	
<p>Appears to come from a legitimate source, but it cannot be verified (e.g. has no reference or link to webpage)</p>	2	
<p>Developed by small institution (e.g., hospital/centre, etc.) /specialised commercial business, or funding body</p>	3	
<p>Developed by government, university or as above but larger in scale</p>	4	
<p>Developed using nationally competitive government or research funding (e.g. relevant National Research Council)</p>	5	

<p>7 Evidence base: Has the product been trialed/tested/verified by evidence? * n/a if the app has not yet been trialed/tested</p>		<p>Tick which is most true.</p>
<p>1 The evidence suggests the product does not work as intended</p>	1	
<p>2 Product has been trialed (e.g., acceptability, usability, satisfaction ratings) and has partially positive outcomes but in studies with research methods that are not adequate [small group, unqualified researcher asking leading questions]</p>	2	
<p>3 Product has been trialed (e.g., acceptability, usability, satisfaction ratings) and has positive outcomes in studies but research methods have issues [need larger groups or peer review of methodologies]</p>	3	
<p>4 Product has been trialed and outcome tested with robust research methods indicating positive results</p>	4	
<p>5 Product has been trialed and outcome tested in high quality research processes across a number of sessions indicating positive results</p>	5	

8



What is your information mean score?

*You can exclude questions rated as N/A from your mean score calculation





Quality criteria 4: Functionality

Looking at functionality, if any technology involved is easy to learn, use and has good logic to navigation, flow logic, and design.

1 Performance: How accurately/fast do the features (functions) and components (buttons/menus) work?	Tick which is most true.
It is broken; none or insufficient/inaccurate response (e.g. crashes/bugs/broken features, etc.)	1
Some functions work, but lagging or contains major technical problems	2
It works overall. Some technical problems need fixing/slow at times	3
Mostly functional with minor/negligible problems	4
Perfect/timely response; no technical bugs found and contains a 'loading time left' indicator	5



<p>2 Ease of use: How easy is it to learn how to use the product; how clear are any menu labels/icons and instructions?</p>	<p>Tick which is most true.</p>	
<p>No/limited instructions; menu labels/icons are confusing; complicated</p>	<p>1</p>	<input type="checkbox"/>
<p>Useable after a lot of time/effort</p>	<p>2</p>	<input type="checkbox"/>
<p>Useable after some time/effort</p>	<p>3</p>	<input type="checkbox"/>
<p>Easy to learn how to use (or has really clear instructions)</p>	<p>4</p>	<input type="checkbox"/>
<p>Able to use pretty much immediately; intuitive and simple</p>	<p>5</p>	<input type="checkbox"/>

<p>3 Navigation: Is moving between screens logical/accurate/appropriate/ uninterrupted; are all necessary screen links present?</p>	<p>Tick which is most true.</p>	
<p>Different sections within the product seem logically disconnected and random/confusing/navigation is difficult</p>	<p>1</p>	<input type="checkbox"/>
<p>Usable after a lot of time/effort</p>	<p>2</p>	<input type="checkbox"/>
<p>Usable after some time/effort</p>	<p>3</p>	<input type="checkbox"/>
<p>Easy to use or missing a negligible link</p>	<p>4</p>	<input type="checkbox"/>
<p>Perfectly logical, easy, clear and intuitive screen flow throughout, or offers shortcuts</p>	<p>5</p>	<input type="checkbox"/>



4 Gestural design: Are interactions (taps/swipes/pinches/scrolls consistent and intuitive across all components/screens?		
Completely inconsistent/confusing	1	
Often inconsistent/confusing	2	
OK with some inconsistencies/confusing elements	3	
Mostly consistent/intuitive with negligible problems	4	
Perfectly consistent and intuitive	5	

Tick which is most true.

5  What is your functionality mean score?



Quality criteria 5: Aesthetics

Graphic design, overall visual appeal, colour scheme, and stylistic consistency.

1 Layout: Is arrangement and size of buttons/icons/ menus/content on the screen appropriate or zoomable if needed?	Tick which is most true.
Very bad design, cluttered, some options impossible to select /locate/see/read	1
Device display not optimised. Bad design, random, unclear, some options difficult to select/locate/see/read	2
Satisfactory, few problems with selecting/locating/seeing/reading items or with minor screen-size problems	3
Mostly clear, able to select/locate/see/read items	4
Professional, simple, clear, orderly, logically organised, device display optimised. Every design component has a purpose	5



<p>2 Graphics: How high is the quality/resolution of graphics used for buttons/icons/menus/content?</p>	<p>Tick which is most true.</p>	
<p>Graphics appear very amateur, with poor visual design – e.g. completely stylistically and visually inconsistent</p>	<p>1</p>	<input type="checkbox"/>
<p>Low quality/low resolution graphics; low quality visual design –stylistically inconsistent with highly variable proportions</p>	<p>2</p>	<input type="checkbox"/>
<p>Moderate quality graphics and visual design (generally consistent in style)</p>	<p>3</p>	<input type="checkbox"/>
<p>High quality/resolution graphics and visual design – mostly proportionate, stylistically consistent</p>	<p>4</p>	<input type="checkbox"/>
<p>Very high quality/resolution graphics and visual design - proportionate, stylistically consistent throughout</p>	<p>5</p>	<input type="checkbox"/>

<p>3 Visual appeal: How good does the product look?</p>	<p>Tick which is most true.</p>	
<p>No visual appeal, unpleasant to look at, poorly designed, clashing/ mismatched colours, odd sizings/proportions</p>	<p>1</p>	<input type="checkbox"/>
<p>Little visual appeal – poorly designed, bad use of colour [mismatches], visually boring [e.g., too much text and/or poor use of space/graphics, icons make little sense]</p>	<p>2</p>	<input type="checkbox"/>
<p>Some visual appeal – average, neither pleasant, nor unpleasant; little use of graphics or icons to enhance understanding</p>	<p>3</p>	<input type="checkbox"/>
<p>High level of visual appeal – seamless graphics – consistent and professionally designed, colours match, proportions are balanced</p>	<p>4</p>	<input type="checkbox"/>
<p>PAs above + very attractive, memorable, stands out; use of colour enhances app features/menus, any icons are engaging, useful and easy to understand</p>	<p>5</p>	<input type="checkbox"/>



4



What is your aesthetics mean score?





Product's subjective quality

<p>1 Would you recommend this product to people who might benefit from it?</p>		<p>Tick which is most true.</p>
<p>Not at all I would not recommend this to anyone</p>	1	
<p>There are very few people I would recommend this to</p>	2	
<p>Maybe. There are several people whom I could recommend it to</p>	3	
<p>There are many people I would recommend this to</p>	4	
<p>Definitely. I would recommend this to anyone</p>	5	

<p>2 How many times do you think you would use this product in the next 12 months if it was relevant to you?</p>		<p>Tick which is most true.</p>
<p>None</p>	1	
<p>1-2</p>	2	
<p>3-10</p>	3	
<p>10-50</p>	4	
<p>>50</p>	5	



3 Would you pay for this product?		Tick which is most true.	
No way	1	<input type="checkbox"/>	
Probably not	2	<input type="checkbox"/>	
Maybe	3	<input type="checkbox"/>	
Quite likely	4	<input type="checkbox"/>	
Yes. Definitely.	5	<input type="checkbox"/>	

4 What is your overall 'star 'rating of the product?		Tick which is most true.	
☆ One of the worst examples I've used. Hopeless.	1	<input type="checkbox"/>	
☆☆ Not great	2	<input type="checkbox"/>	
☆☆☆ Average	3	<input type="checkbox"/>	
☆☆☆☆ Good	4	<input type="checkbox"/>	
☆☆☆☆☆ One of the best products like this I've used. Love it.	5	<input type="checkbox"/>	



App quality scores

Add in your section scores

	1	2	3	4	5
 Strategy Mean Score					
 Infrastructure Mean Score					
 Data Mean Score					
 Functionality Mean Score					
 Aesthetics Mean Score					
 Subjective quality Score					

Now what?

The ‘what do about your answer’ part is pretty straightforward.

If the product is not delivering in the 4 – 5 range across all of the key dimensions we would recommend a formal review and reworking of all your underperforming areas until 4/5 scores can be achieved.

Simple. But effective.



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