

Define Checklist

Defining the problem gives the project meaning and connects it to business strategy. In the Define phase, we do 3 things:

- Create a problem statement
- Identify measurable outcomes
- Identify our audience



Here are the steps to get these things done right in the Define stage:

- Receive the brief or request
- Set up Define workshop or stakeholder interview
- Hold Define workshop or meeting
- Agree business outcomes - what will we measure?
- Create the problem statement
- Agree a hypothesis with the stakeholder(s)
- Agree ways of working with the stakeholder(s)
- Identify the target audience
- Identify other key stakeholders to involve
- Identify the available budget and timelines
- 'Go' or 'no go' conversation with the team or your manager

