

Project Kickoff Send-Ahead Questions

Goal

Please answer the following questions prior to our engagement kick off. Answering these questions before our Strategy & Alignment Session will help prepare our teams with a shared understanding of your vision and mission for this project.

Questions

1. What vocabulary, technical terms or technical concepts should we be aware of?
2. Information/details/demographics of people and location of where this will be tested:
 - Best practices for the specific geographic location it will be used
 - Cultural preferences/things to be aware of
3. What are your KPI's - how will you know the product is successful?
4. Long Term Vision / Goals for the product
5. What device(s) will this product be utilized on?
 - Phone, tablet, laptop
6. Is there an existing brand/style guide?