

Tool 20. List of new project ideas with priorities

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All there is to do, is to ask the right questions. A child's song, "six honest men" will help us doing this.

The main goal of the tool is: *Identifying a strategy to come up with prioritized project ideas efficiently, which present a sophisticated and comprehensive overview to its end users.*

*I keep six honest serving-men
(They taught me all I knew);
Their names are What and Why and When
And How and Where and Who.
I send them over land and sea,
I send them east and west;
But after they have worked for me,
I give them all a rest.*

Rudyard Kipling

What *is a list of project ideas with priorities?*

A list of project ideas provides an overview of comparable project properties. It should give enough crucial information to decide why a certain project should be executed or not. Therefore priorities within each project are defined to estimate a possible success factor. Historical information, if available, should not be forgotten in the overview. Project failures or successes from the past bring grounded information [HUMP01].

Why *is this necessary in developing an E-strategy?*

People make decisions based on what they know. Therefore it is important to make decisions on the right moment using reliable resources. An overview of project ideas is a very important piece of paper to discuss the future activities of a company.

When *is a list of project ideas created?*

You would rather have too many ideas than having none of them. Therefore getting "brilliant ideas" from your employees is also an important continuous process.

Where *in an organization should this list be created?*

The most important issue is to gather enough information through the whole organization. Hence, visions from all involved parties (including employees and customers, etc.) should be formalized into the document.

How *should a list of project ideas be created?*

It is important to collect all project ideas from internal and external resources and finally come up with a prioritized list of ideas to discuss and take decisions. Therefore fill out the form on the opposite page.

Who *should create this list?*

Any non-independent party should create this list after he gathered sufficient information. From a business perspective the decision takers should only deliver proposals which are analyzed by the party formulating the idea list. By doing interviews it should be clear.

Product Idea overview tool

Description	Score*
Overview: <i>A short overview of the product. Including a possible name</i>	1
Objectives: <i>The problem the product would solve.</i>	2
Expected outcome: <i>What will be the final deliverable of the product?</i>	3
Implication for existing systems: <i>How will the product impact live on earth. And more specific, in the environment the product will be used?</i>	4
Involved parties: <i>Who will be the stakeholders in creating this new product?</i>	5
Location: <i>Where will the product be produced, designed, tested, used?</i>	6
Financials: <i>How will the product-development be financed? What business model should the exploiter of the product use, and if possible the future user/owner?</i>	7
Time: <i>How long will the product be in development? What will be the production time? What is the expected life-cycle of the product?</i>	8
Integration: <i>How will the product integrate and interact with products already available?</i>	9
Risks: <i>What will be the risk of developing and exploiting this product (idea)?</i>	10
	Total SUM

*by priority