

## 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
	<b>Total SUM</b>

\*by priority