

THE SUGGESTIONS FOR VIABILITY, FEASIBILITY & DESIRABILITY
WITH EXTRA QUESTIONS IN PROJECT STRUCTURE AND CHANGE MANAGEMENT

DESIRABILITY (HUMAN)				FEASIBILITY (TECHNOLOGY)				VIABILITY (BUSINESS)			
HOW WILL WE ATTRACT CUSTOMERS?				CAN WE USE THE OLD ORG. STRUCTURE? WHAT MUST CHANGE?				HOW DO WE MAKE THE ORGANIZATION READY FOR THIS?			
HOW WILL THIS DIGITAL CHANNEL SHINE?				IS THIS LEGAL? DOES IT CONFORM TO REGULATION?				HOW SCALABLE IS THE BUSINESS MODEL?			
IS THE EXPERIENCE FLUID ACROSS CHANNELS?				WILL THE TRADE UNION OBJECT?				WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO DESIGN?			
WHAT DO THE USERS CARE ABOUT?				WILL WE NEED TO FIRE PEOPLE? HOW DO WE LET THEM GO?				WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO PRODUCE?			
ARE WE SOLVING THE USERS NEEDS?				WILL WE NEED TO HIRE SOMEONE? ARE THEY EASY TO FIND?				WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO MAINTAIN?			
HOW WILL IT BE EASY TO USE?				WHAT SORT OF TRAINING WILL STAFF NEED?				WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO OPERATE?			
WHAT VALUE DO WE CREATE VALUE FOR THE USER?				CAN THIS BE DONE ON TIME AND BUDGET?				WHAT'S THE SHORT TERM AND LONG TERM RISKS?			
IN WHICH WAYS ARE COMPETITORS MORE DESIRABLE?				IS THE ORGANIZATION READY FOR THIS CHANGE?				WHAT CAN THE USERS TRADE FOR THE VALUE CREATED?			
DO THE USERS LIKE IT?				WHAT SOFTWARE AND HARDWARE IS NEEDED?				WHEN WILL WE TURN A PROFIT?			
DOES THE EXPERIENCE FIT WITH THE BRAND?				IS IT TECHNICALLY POSSIBLE?				WHAT DIFFERENT WAYS CAN WE EARN VALUE ON THIS?			
IS IT DELIGHTFUL FOR THE USERS, DOES IT NEED TO BE?				WHAT IS THE ORGANIZATION CAPABLE OF?				WHO IS WILLING TO EXCHANGE VALUE FOR THIS? WHAT, AND HOW MUCH?			
HOW WILL THIS HUMAN CHANNEL SHINE?				WHO CAN BUILD THE SOLUTION?				WHY IS THIS COST HERE? CAN WE CUT IT?			
				DOES THE ORGANISATION HAVE ANYONE TO OPERATE THIS?				HOW MANY CUSTOMERS DO WE NEED?			

PROJECT STRUCTURE				CHANGE MANAGEMENT			
WHAT IS THE INITIAL PROBLEM DEFINITION?	WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		WHAT SORT OF ORGANISATION IS THIS?	HOW/WHO CAN ANSWER THIS:	HISTORICAL ANALYSIS OF STRUCTURE, CULTURE MAPPING AND CAPABILITIES-MAPPING	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
AMBITION LEVEL OF ORGANISATION	WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		HOW WILL THE CHANGE BE IMPLEMENTED?	HOW/WHO CAN ANSWER THIS:		THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
PERSONAL AMBITION LEVEL OF BUYER	WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		CULTURE: WHAT WILL BE ENHANCING AND WHAT WILL BE INHIBITING?	HOW/WHO CAN ANSWER THIS:		THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
OVERALL STRATEGY OF THE ORGANISATION	WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		WHAT IS THE STRUCTURE OF THE ORGANISATION?	HOW/WHO CAN ANSWER THIS:		THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
HOW CENTRAL IS THIS OFFERING TO THE BUSINESS?	HOW/WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		WHAT IS THE MOTIVATION FOR CHANGE? (BURNING PLATFORM)?	HOW/WHO CAN ANSWER THIS:		THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
IDENTIFY AVAILABLE RESOURCES	HOW/WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		IS THE CHANGE AN EVOLUTION OR REVOLUTION TO THE ORG.?	HOW/WHO CAN ANSWER THIS:		THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
NEGOTIATE AND ADJUST PROJECT AMBITION IN RELATION TO RESOURCES	HOW/WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		WHAT ARE THE TRADE-OFFS IN THE NEW SOLUTION?	HOW/WHO CAN ANSWER THIS:		THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
DESIGN PROJECT STRUCTURE	HOW/WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■		IDENTIFY TYPE OF CULTURE IN ORGANISATION	HOW/WHO CAN ANSWER THIS:		THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■
DESIGN PROJECT TEAM	HOW/WHO CAN ANSWER THIS:	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■					
RE-FRAME: DEFINE A CLEAR, MEASURABLE GOAL	HOW/WHO CAN ANSWER THIS: DESIGNERS / PROJECT LEAD / HEAD OF STRATEGY	THE ROLE OF THE SERVICE DESIGNER: ADVISE ■ PARTICIPATE ■ LEAD/FACILITATE ■ DO OURSELF ■ NONE ■					