Product Development Worksheet

Who is it for?

Notice the preferences and styles of your intended users. Conversations with users will help you better understand and profile your audience.

❓ Are there language preferences or concepts that resonate with your users and how they talk about the management need? What is their motivation to participate in your project? How can you properly acknowledge land, customs, culture, and history? How often do you need to interact? Broaden impact beyond initial user scope: Ask yourself, "Pie in the sky, what other uses could we envision this project serving? Who did we not have the bandwidth to include in the project itself who may be interested in the findings?"

What is it communicating?

Communications activities and products should be planned so that they support the project objectives. Be as specific as possible about what you want people to do because of your project. Your goal might be to get project users to use project information and products to make more informed decisions, but what does this look like in your context?

❓ Balance product information with audience needs: Ask yourself, "What do we want the stakeholders to take away from this product? Are we potentially including too much/too little information? Are we presenting the information in a way that is conducive with project goals/management needs?"

What format(s)?

A key reason for engaging intended users is to gather input that will make project products more relevant and usable. Be prepared to adapt products as stakeholders learn what they need.

❓ Will different products or media be appropriate for different audiences? How much time and budget do you need to allow for testing with users and adjusting products?

How will it be communicated?

Using accessible language that resonates with the shared values of the whole team is a good way to build trust and help collaborators share ownership.

❓ Is there common terminology that needs to be defined? Do the products need to be in multiple languages?

Where will it be accessible?

Make products user-friendly not only through accessible language but also through archival and form.

❓ Are the products easy to archive and access in the long-term? Will internet access be an issue for accessing products? Are there organizations or places where your audience already goes to for information? What are the preferred communication channels, newsletters, groups, and task forces that could be used to share project findings? How can you "future-proof" formatting and accessibility?

When, and for how long, will it be useful?

Products may serve their purpose and meet a need in a brief time period, or be needed and useful for a longer duration – their longevity depends on context and intended use. When thinking about the appropriate lifespan of products, consider their long term utility and accessibility.

❓ What is the intended lifespan of your product? Is maintenance important? Do you need to identify responsibilities for after the project end-date? Are there opportunities for leveraging resources or potential funding?

Product Development Worksheet

Who is it for?	What is it communicating?	What format(s)?

How will it be communicated?	Where will it be accessible?	When, and for how long, will it be useful?

Product Development Worksheet

Who is it for?

What is it communicating?

What format(s)?

How will it be communicated?

Where will it be accessible?

When, and for how long, will it be useful?