

## LAYING THE GROUNDWORK

### Determine the WHO?

Determine the WHO? Who is... ?	<b>SPONSOR</b> Who is financing the dashboard?	<b>MANAGER</b> Who is asking for the dashboard?	<b>DASHBOARD READERS</b> Who will be using the dashboard?
Name(s), Title(s):			

Determine the WHO? Who will help to build the dashboard?	<b>DASHBOARD RESOURCES</b> Content/ Subject Matter Experts	<b>DASHBOARD RESOURCES</b> Dashboard Builder Expert	<b>DASHBOARD RESOURCES</b> Technical Analyst
Name(s), Title(s):			

### Determine the WHAT?

Determine the WHAT?	<b>Business issue #1:</b>	<b>Business issue #2:</b>	<b>Business issue #3:</b>
List no more than 3 business issues.			

Determine the WHAT?	<b>List KPIs (if known)</b> KPI I:	<b>List KPIs (if known)</b> KPI II:	<b>List KPIs (if known)</b> KPI III:
Connect the dashboard's goals to the business issues, e.g. I need to monitor X so that I can solve Y business issue.			

Determine the WHAT?	<b>Name:</b>	<b>Owner:</b>	<b>Location:</b>	<b>Format:</b>	<b>Data Resource:</b>	<b>Update Frequency:</b>
List any existing reports that will be replaced by the dashboard.						
List any existing reports that will be replaced by the dashboard.						
List any existing reports that will be replaced by the dashboard.						

### Determine the WHEN?

Determine the WHEN?	<b>HARD DEADLINE</b>	<b>SOFT DEADLINE</b>
Date		
Can original scope be scaled back to meet this deadline?		