


1 Think about each question as it applies to your work and answer here. 

2 Then, work through each column from left to right. 

		For each question at left, who's in charge of knowing or achieving that?	For each person you named, who do they answer to or work for?	Who are their peers? Who do they respect?	What do they want most?
What's the business objective?					
Who is the targeted user? What's one key goal they have?					
How will the product be built and when?					
What kind of content will go into the product?					
How do you know if the product is good or bad quality before it goes to customers?					
What kind of compliments and complaints have you already heard about the product?					
What could be missing?					

 Done? Now highlight the squares that you don't know or aren't sure about. What could you do to find out?

Here's an additional way to be sure you haven't forgotten anyone. Take a moment list everyone you can think of associated with your current project.

Name?	What is their role?	How did they get involved?	What are their goals?	Who else might they need to involve to achieve their goals?
_____	_____	_____	_____	_____
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