




DDRSM **Checklist** for Digital Product Initiatives

Use this checklist to guide your team through each phase of DDRSM, ensuring clarity, alignment, and measurable success.

How to Use This Checklist:

-  **At project kickoff:**
Use to align stakeholders & ensure clarity.
-  **During execution:**
Review each stage before moving forward.
-  **Post-launch:**
Measure impact and refine based on real-world use.

This structured approach helps teams move with clarity, turning ideas into digital products that are user-centered, data-driven, and aligned with the business.

NOTE:

This is not an exhaustive checklist. It serves as a practical guide to the critical components of a digital initiative and a starting point for managing the work.

Pin-up Checklist:

1. DREAM - Define the Vision & Problem to Solve

- Clarify the Vision: Define the product's big-picture goal.
- Identify the Problem & Users: Understand target users and pain points. - Understand the Landscape: Conduct market and competitive research. - Deliverables: Vision Statement, Opportunity Areas, User Insights.

2. DEFINE - Set Constraints & Success Criteria

- Establish Business & User Goals: Define success and KPIs.
- Clarify Feasibility & Constraints: Identify technical, regulatory, and operational limits. - Identify Key Players & Resources: Align with decision-makers and teams.
- Deliverables: Success Criteria, Stakeholder Map, Constraints Overview.

3. RECOMMEND - Generate Data-Backed Solutions

- Explore & Prioritize Solutions: Brainstorm and compare viable solutions. - Validate Ideas with Data: Conduct user research and usability testing.
- Assess Risks & Trade-offs: Evaluate feasibility and risk mitigation.
- Deliverables: Solution Prioritization, Prototypes, Risk Analysis.

4. SOLVE - Execute, Iterate & Refine

- Develop & Implement the MVP: Define MVP scope and test iteratively.
- Ensure Cross-Functional Execution: Align engineering, design, and product strategy. - Address Barriers to Adoption: Plan for onboarding and change management.
- Deliverables: MVP Roadmap, Beta Test Plan, Rollout Strategy.

5. MEASURE - Assess, Optimize, and Scale

- Track Performance & Impact: Measure success against defined KPIs.
- Gather Feedback & Identify Gaps: Collect qualitative and behavioral insights. -
- Optimize & Plan for Scaling: Identify next steps for growth.
- Deliverables: Performance Report, Optimization Plan, Scaling Strategy.



1. DREAM

Define the Vision & Problem to Solve



Clarify the Vision:

- What's the big-picture goal of this product?
- How does it fit into broader company objectives?



Identify the Problem & Users:

- Who are the target users, and what are their needs?
- What are the key pain points or inefficiencies today?



Understand the Landscape:

- Have we reviewed competitive and market trends?
- Have we considered future needs and scalability?



Deliverables:

- Vision Statement & Problem Definition
- Opportunity Areas & Market Insights
- User Needs & Pain Points Overview



2. DEFINE

Set Constraints & Success Criteria



Establish Business & User Goals:

- What does success look like for both users and the business?
- Have we identified clear KPIs and success metrics?



Identify the Problem & Users:

- Are there technical, operational, or regulatory constraints?
- Have we aligned with legal, security, and compliance teams?



Identify Key Players & Resources:

- Who are the decision-makers, influencers, and implementers?
- Do we have the right skill sets and teams in place?



Deliverables:

- Success Criteria & KPIs Defined
- Stakeholder & User Persona Map
- Constraints & Feasibility Assessment



3. RECOMMEND

Generate Data-Backed Solutions



Explore & Prioritize Solutions:

- Have we brainstormed multiple potential solutions?
- Have we compared options based on feasibility and impact?



Validate Ideas with Data:

- Have we conducted user research or usability testing?
- Are recommendations backed by data, not assumptions?



Assess Risks & Trade-offs:

- What are the risks, and how can we mitigate them?
- Are there quick wins vs. long-term strategic bets?



Deliverables:

- Solution Prioritization Framework
- Prototypes or Wireframes for Validation
- Risk & Trade-Off Analysis



4. SOLVE

Execute, Iterate & Refine



Develop & Implement the MVP:

- Have we defined what's in (and out) for the first release?
- Have we set up an iterative testing and feedback loop?



Ensure Cross-Functional Execution:

- Is engineering aligned with design and product strategy?
- Do we have a clear go-to-market and adoption plan?



Address Barriers to Adoption:

- Is onboarding/documentation in place for users?
- Have we anticipated and planned for resistance to change?



Deliverables:

- MVP & Feature Roadmap
- Pilot or Beta Test Plan
- Rollout & Change Management Strategy



5. MEASURE

Assess, Optimize, and Scale



Track Performance & Impact:

- Are we measuring against the defined KPIs?
- What user engagement, adoption, or conversion trends emerge?



Gather Feedback & Identify Gaps:

- Have we collected qualitative feedback from users?
- Are there unexpected friction points or usability issues?



Optimize & Plan for Scaling:

- What improvements should be made in the next iteration?
- How do we scale this solution across teams or markets?



Deliverables:

- Performance & KPI Report
- Optimization & Next Steps Plan
- Scaling Strategy & Future Roadmap

Remember:



Who are the typical stakeholders?

Identify product managers, designers, engineers, data analysts, business leads, and legal/compliance teams.



Accessibility is critical to involve.

Ensure accessibility experts are engaged early and that accessibility is embedded into requirements, design, and testing.



Metrics, metrics, metrics.

Define clear KPIs, track progress, and validate success with measurable outcomes.



Involve cross-functional partners early.

Engage stakeholders from the start-let them dream with you to create alignment and avoid late-stage blockers.



Be clear and specific about deliverables.

Outline deliverables for each stage and assign clear ownership.



Define required artifacts and ownership.

Clarify what needs to be created (e.g., research reports, wireframes, prototypes, strategy docs) and who is responsible for each artifact.