CREATING & ACTIVATING DIGITAL EXPERIENCES TOP TIPS CHEAT SHEET

Data & Insights

Problems & Solutions

Activate

The Case

Build/ Partner

Design

Enablers
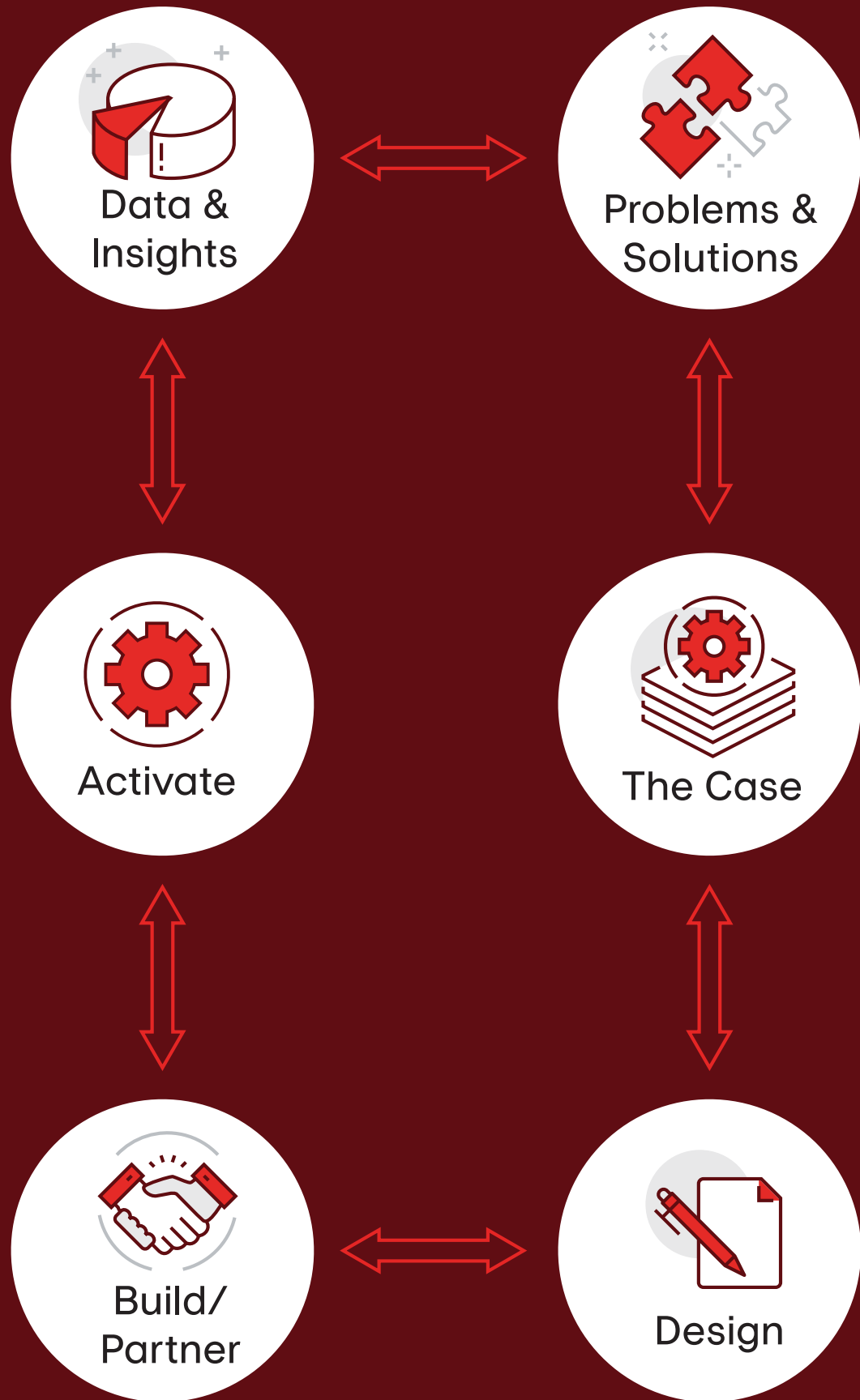
PROBLEMS & SOLUTIONS

1. Clearly articulate your big problem
2. Quantify the extent of the problem
3. Share to strengthen your understanding
4. Your initial concept solution – near enough is good enough Business Case

THE CASE

5. Think holistically – Your plan needs to be broader than the template
6. Build your dream team
7. Beg & borrow – Call in favours to improve your case
8. Align your case with organisation and sponsor goals
9. Find strong sponsors – Data enables insight and improvement
10. Design for data – Data enables insight & improvement
11. Find an angry bear – Practice pitch to an unfriendly, cynical, influential person
12. Know what's next
13. Embrace the uncertain – Look forward to surprises
14. Prepare, prepare, prepare – Learn, practice and build the best case you can Include recurring costs in your funding request
15. Procurement
16. Involve procurement professionals if possible to get more help
17. Respect the procurement process
18. Tap your network and beyond for possible vendors
19. Create a weighted procurement checklist
20. Be clear with vendors about the buying process
21. Ensure cultural alignment of vendors
22. Consider security implications on the procurement process
23. Provide transparency of budget to potential vendors (or not)
24. Check the vendor's references
25. Develop longer-term relationships with your vendor
26. Don't be afraid to have an unsuccessful vendor selection round
27. Accept your skill limitations

DESIGN

28. Use all avenues to get help
29. Appreciate the non-linear nature of creative work and people
30. Keep design agencies on track
31. Consider the appropriate use of gamified features
32. Appreciate the value of freelancers
33. Wrangling stakeholders
34. You can never learn enough, but respect your role
35. Consider accessibility expectations
36. Design for data
37. Reduce access friction

BUILD/PARTNER

38. Involve Risk Management early
39. Document all risk discussions
40. Consider branding early in your design process
41. Understand the broad reach of legal requirements
42. Understand the legal implications of using open-source software
43. Understand the legal implications of naming your experience
44. Give respect to security requirements
45. Consider the timing of IT, risk and security sign-offs
46. Understand the impact of Privacy
47. Determine ongoing compliance requirements
48. Risk managers are people too
49. Invest in the risk process
50. Keeping design agencies on track
51. Proactively manage developers as project priorities change

ACTIVATE

52. If you build it, they might not come
53. Start activation planning at the start of the build phase, not the end

54. Get early stakeholder support for your activation plan
55. Meet your communications team
56. Understand how your Marketing and Communications teams are different
57. Spike usage with one-off events as well as more regular
58. Enable the 'reason to click'
59. Refine your selling skills (pitch, practice)
60. Consistency of selling message (whole team, same deck)
61. Differentiate your sales materials
62. Teaser videos don't need to be Hollywood productions
63. Understand your ''buyers'
64. Ask your stakeholder group to 'shark thank' your activation plan
65. Physical events for digital experiences

DATA & INSIGHTS

65. Design for data – Enable insights about your key objective
66. Design for data to improve the digital experience
67. Design for data to assist with marketing
68. Consider 'in app' and 'out of app' data sources
69. Consider an academic partnership to go deeper
70. Consider monetising insights through Thought Leadership
71. Identify who will value this data to uncover additional opportunity

ENABLERS

72. Respect Project Management
73. Power up your resilience shields!
74. Appreciate the impact of your Leadership
75. Consider monetising insights through Thought leadership
76. Manage your Energy levels
77. Understand and respect Cultural elements to help you succeed
78. Level up – Investing in Self
79. Make the most of Conferences
80. Consider the cadence of the project team Update
81. Understand the difference between sponsors, buyers, gatekeepers and users

SEE FURTHER DETAIL AT WWW.CHRISTIANGOSSAN.COM/TOP-DX-TIPS