

Company Purpose

What pain(s) do you solve for your users / customers? Why do they choose you?

Badging Purpose

Why do you want Digital Credentials? What problem do you solve with them?

Stakeholders

Who are your stakeholders, that are (positively or negatively) affected by Digital Credentials?

Gains, losses, impact

How will Digital Credentials impact the stakeholders? Positively and negatively - gains and losses

KPIs, Success

How will you be able to measure the impact? What are indicators of success? Example: Impact on learners through higher re-enrollment

Solution Components

What do you need to do in order to create the gains? (Think of action steps needed, e.g. communicating demand side, embedding in LMS, creating designs for badges, select first courses ...)

Core Resources

Money, people, technology, partners, time commitment, infrastructure

Risks

Risks - what could go wrong? Who of the stakeholders would fight or change it?

The Plan

Flowchart concerning process - project management plan - where do you start? What comes next? And next? Try to make a small project plan with a clearly formulated goal ("MVP")