TECHNOLOGY

Phase I: Laying the Groundwork

Activity: Landscape Analysis

ACTIVITY INSTRUCTIONS

1. Build as comprehensive a list as possible of the competitive landscape - programs that are engaged in roughly the same work, serving roughly the same stakeholder groups. This list can be created during an in-person brainstorming session, or offline through a shared document or virtual whiteboard.

2. Create an assessment template that includes (at least) the following categories:

   a. Program name

   b. High level purpose

   c. Core features/functionality

   d. Target audiences

   e. Mission, values and vision — What are the specific, tangible goals they're trying to accomplish?

   f. Unique value proposition — What does the program claim to do that is different from other programs?

   g. OSS license (or note if it's a proprietary application)

3. Analyze the landscape by thinking through the following questions:

   a. How is your program different? How is it the same?

   b. What are you doing better? What can you highlight in your messaging and communications that is unique and will resonate with your target stakeholders?

   c. Where are your competitors excelling? What can you learn from them?

   d. Where are your competitors falling short? Are there any strategies that aren't working? Could you do them differently or better?

   e. What "gaps" do you see? Are there missed angles or opportunities? Could you fill those gaps? How does this information inform your own point of view and messaging?

The results of your analysis may be useful as noted in the above goals, and as groundwork for Technology Facet activities around roadmap development.