SPORTAUS | VicHealth®

1. DISCOVER AND DEFINE THE PROBLEM

Identify the challenge and gather market insights
What is the challenge you want to explore and what market insights have you gathered?

Engage and understand target participants
Who is the target participant and what user insights have you gathered?

Engage and understand key delivery channels
Who is the target delivery channels and what user insights have you gathered?

Define the problem to solve
What is the problem you are trying to solve and for who?

2. EXPLORE IDEAS AND SOLUTIONS

Explore ways to solve the problem
What are the possible solutions to the problem statement?

Prioritise solutions to develop
What prioritised solutions will you develop into a draft product concept?

3. DEVELOP A DRAFT PRODUCT CONCEPT

Co-design the core product format
What are the core formats and features of the product concept (i.e. the what and when of the product)?

Consider the deliverer and key workforce roles
Who is the ideal deliverer and what are key product workforce roles (i.e. who delivers the product)?

Consider infrastructure, equipment and environment needs
What are the infrastructure, equipment and environment needs (i.e. the where and how of the product)?

Consider commercial factors
What are the high-level commercial factors of the product business model?

Consider marketing messages and communication channels
What are the high-level product marketing messages and communication channels?

4. TEST, REFINE AND DELIVER THE PRODUCT

Test and refine the draft product concept
How will you test, learn and refine the product concept?

Align and scale delivery
What will you need to consider in a product scale-up approach?

Monitor the experience and address issues
How will you monitor the product experience and delivery and action feedback you receive?