

Impact	Who does this impact? How?	Could we get more value?	Could we get the same impact from an existing service?	What metrics would measure its value?
Organization	Who is the current owner? Is that correct?	Who are the current customers?	Who should be included?	Who owns the communication plan?
Sustainability	What does this cost to implement and sustain?	Who will support this? What is the burden on staff?	Will it scale? Does it need to scale?	Does this make things more or less complex?
Technical	Does this fill one or more gaps? If so, which gaps?	Does this overlap with an existing tool?	Does it/could it replace one or more tools?	What metrics would measure its technical impact?
Efficeincy	What processes (chiclets) does this impact?	Does it simplify them or make them more complex?	Does it integrate well the surrounding processes?	What metrics would measure its efficiency impact?
Integration	What data does this consume and/or produce?	Is it the correct source? The correct use?	Is its data available for others as needed?	What metrics would measure its integration impact?
Dependencies	What are the dependencies for this effort?	Does this rely on other technology? If so, is that good?	Does this require funding? If so, from where?	Does this rely on other groups or efforts?

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