



Demand Assessment Worksheet

How to Use This Template

[This worksheet is used to summarize data gathered from users, user groups, or customers of a new service or major service improvement. It should reflect the perceived need for features, capabilities, or attributes of a service. The Overview of Assessment section is a summary of details captured in subsequent sections. Data may come from multiple sources, however the primary source is assumed to be one or more surveys of the existing or potential customers and/or user base. Features, capabilities, and attributes most urgently demanded as part of a service offering should be documented in the Service Attributes Worksheet. Information captured in this document is used as input to the Marketing Research Document and may also be used to refine Detail/Functional Service Requirements.]

Overview of Assessment

Summary of Service or Capability

[Describe the service, service feature or service capability for which the needs analysis was performed. Identify if the service capability evaluated was for core technology, a service attribute, the user experience, service cost / pricing, training, processes, or measures of performance (KPIs)] If the survey was conducted to support a known Request for Change or a Service Improvement Requirement, indicate the tracking number of the Requirements or RFCs here].

Data Gathering Approach

[Summarize the data gathering approach used (e.g. interviews, surveys, focus groups, benchmarks, industry analysis, or an ad hoc method such as a solicitation of emails or web comments. Attach a copy of the surveys used to prepare this documents to the back of this document.)]

Customers or User Groups Evaluated

[Identify the customers, users, user groups, or stakeholders surveyed.]

Summary of Demand for Service

[Describe the demand for service (e.g. what service capabilities are needed? What customers or customer communities want the service? How will they use the service? What do they expect to pay for the service? etc.)]

Preliminary Recommendation

[As a result of this evaluation, make a recommendation regarding the demand for the service, service features, or service capabilities surveyed.]

Demand Assessment / Needs Analysis Section 1



[Feature or Capability] for [Service or Release]		Priority of Feature or Capability			
Survey Question	Customer or User	Must Have	Should Have	Nice to Have	Notes
<i>[Describe Survey Question 1 here. In the following column, identify stakeholder or user group. Check the box that best describes the demand for the feature or capability as identified by the user or user group.]</i>					

[Feature or Capability] for [Service or Release]		Priority of Feature or Capability			
Survey Question	Customer or User	Must Have	Should Have	Nice to Have	Notes
<i>[Describe Survey Question 2 here. In the following column, identify stakeholder or user group. Check the box that best describes the demand for the feature or capability as identified by the user or user group.]</i>					

[Feature or Capability] for [Service or Release]		Priority of Feature or Capability			
Survey Question	Customer or User	Must Have	Should Have	Nice to Have	Notes
<i>[Describe Survey Question 3 here. In the following column, identify stakeholder or user group. Check the box that best describes the demand for the feature or capability as identified by the user or user group.]</i>					

Demand Assessment / Needs Analysis Section 2

[Feature or Capability] for [Service or Release]		Priority of Feature or Capability			
Survey Question	Customer or User	Must Have	Should Have	Nice to Have	Notes
<i>[Describe Survey Question 1 here.]</i>					

[Feature or Capability] for [Service or Release]		Priority of Feature or Capability			
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Survey Question	Customer or User	Must Have	Should Have	Nice to Have	Notes
[Describe Survey Question 2 here.]					

[Feature or Capability] for [Service or Release]	Priority of Feature or Capability				
Survey Question	Customer or User	Must Have	Should Have	Nice to Have	Notes
[Describe Survey Question 3 here.]					



Document Control

[This is the version control section for the production document not the template. Update the footer of this document to match the current version control number and revision date. Baselined versions are updated to whole numbers followed by the number of interim updates (e.g. the version number .001 is the first draft of a document that has never been baselined. Updates to a baselined version would be recorded as 1.001, 1.002, 2.001, etc.). When a team is involved in the creation of this document, multiple names may be entered in the "Revised by" and "Title" fields.]

Ver.	Revision Date	Revision Description	Revised by	Title / Organization
0.001	<i>[reversion date]</i>	First Draft	<i>[name]</i>	<i>[title/organization]</i>

Approvals

Executives listed below are accountable for the stated benefits and costs of this proposal. After reviewing the content of this business case, they have agreed to the stated scope, benefits and costs of the recommendations defined. Electronic or hard copy approvals/signatures are attached to this document or are on file.

Name	Title	Group / Department	Approval Date