

## Case Study Checklist

Use this checklist to ensure that you covered, or have at least considered, the following areas that may be related to your case study.

Please note that not every case study will require all of these sections; however you can consult this checklist both before and after preparing your draft to double-check that you have addressed all relevant areas.

Item	Check
Case study title	<input type="checkbox"/>
Abstract of case study	<input type="checkbox"/>
Approaches to solution	<input type="checkbox"/>
Background	<input type="checkbox"/>
Benefits	<input type="checkbox"/>
Business case	<input type="checkbox"/>
Business operations	<input type="checkbox"/>
Business scenario	<input type="checkbox"/>
Customer profile	<input type="checkbox"/>
Main Issues	<input type="checkbox"/>
Situation	<input type="checkbox"/>
Challenges (technical)	<input type="checkbox"/>
Challenges (business)	<input type="checkbox"/>

Creative objective	<input type="checkbox"/>
Creative strategy	<input type="checkbox"/>
Description (overview/summary)	<input type="checkbox"/>
Funding body (if appropriate)	<input type="checkbox"/>
Impact on users/location etc	<input type="checkbox"/>
Information and tools	<input type="checkbox"/>
Key contact persons	<input type="checkbox"/>
Key issues covered	<input type="checkbox"/>
Key learning points	<input type="checkbox"/>
Key messages	<input type="checkbox"/>
Lessons learned	<input type="checkbox"/>
Objectives	<input type="checkbox"/>
Organizational overview	<input type="checkbox"/>
Positioning statement	<input type="checkbox"/>
Pressures for change	<input type="checkbox"/>
Process to achieve objectives	<input type="checkbox"/>
Products / services	<input type="checkbox"/>
Products / systems	<input type="checkbox"/>

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Media Publications	<input type="checkbox"/>
Quotes	<input type="checkbox"/>
Research	<input type="checkbox"/>
Results	<input type="checkbox"/>
Solution	<input type="checkbox"/>
Success factors	<input type="checkbox"/>
Target audience	<input type="checkbox"/>
Technologies	<input type="checkbox"/>
Partners	<input type="checkbox"/>
Next steps	<input type="checkbox"/>
References	<input type="checkbox"/>
Achievements	<input type="checkbox"/>
Author	<input type="checkbox"/>
Awards	<input type="checkbox"/>
Contact information	<input type="checkbox"/>
Telephone number	<input type="checkbox"/>