3 Key Questions to ask before launching a new digital concept

Bloom's Engagement Manager Heike Poley shares key learnings →

Guiding Principles

Digital transformation is about harnessing technology to unlock positive change for our consumers.

We need to continually pause and revaluate what works best, even right up to the point of launch.

Based on her extensive experience, Heike shares 3 key questions to ask ourselves before greenlighting a new solution →

Heike Poley
Engagement Manager

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Is our offering still relevant, and what will be the tangible benefit?

By the time the concept is ready to launch, things may have changed.

All decisions should be informed by the most recent data.

We need to understand the "why" we're doing this, and how users will benefit - be it e.g, convenience, look&feel, or reaching new users.

Does our organisational setup facilitate growth and further innovation?

We need to take a broad view of our organisation as a whole.

Digital transformation should be cross-functional and continual.

If our processeses don't facilitate growth, we should step back, rethink, and create a new foundation which fosters innovation not only now, but in the future.

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Have we inspired our team with a growth mindset and appetite for new learnings?

Digital transformation is a work in progress, not a quickfix.

New needs, ideals & challenges emerge as the project develops.

Our leaders need to embrace agile and take an active role in inspiring team members to continually grow, revaluate, and innovative anew.

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Digital transformation is a mindset shift – and this is just the beginning.

Asking these questions requires us to dive deep into strategy and thoroughly analyse our capabilities, resources and ideals. This new understanding often unlocks previously unimagined innovation.

Don't miss our post this time next month on 3 unexpected long-term benefits of digital transformation!