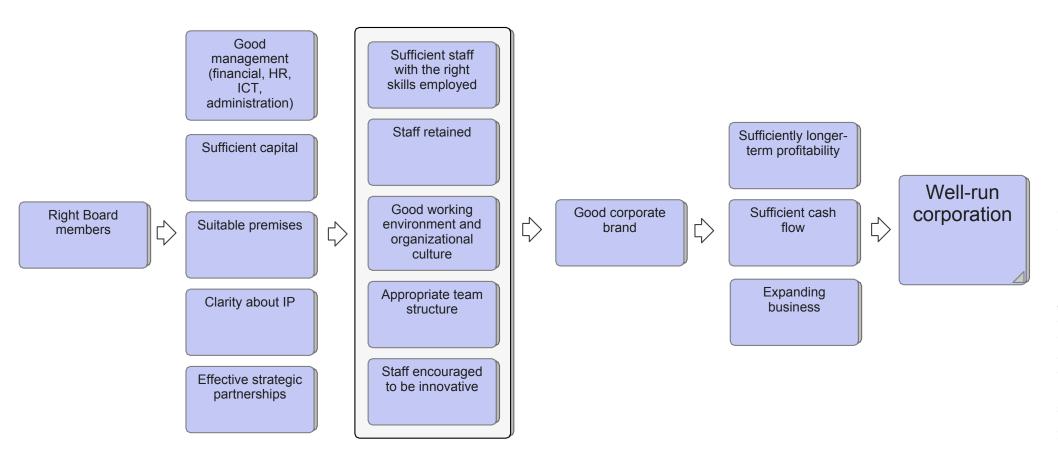
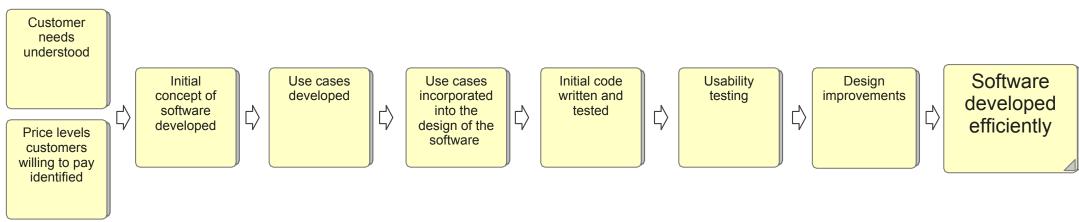


Financially successful software company



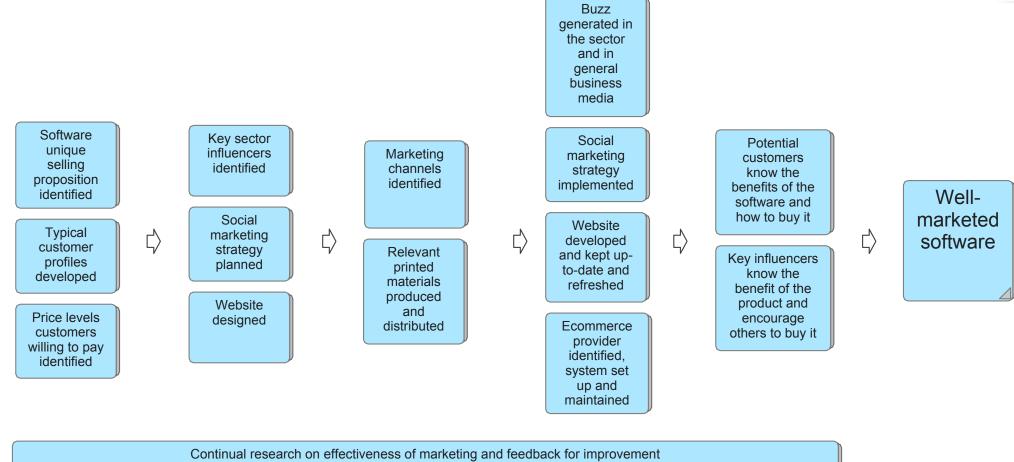






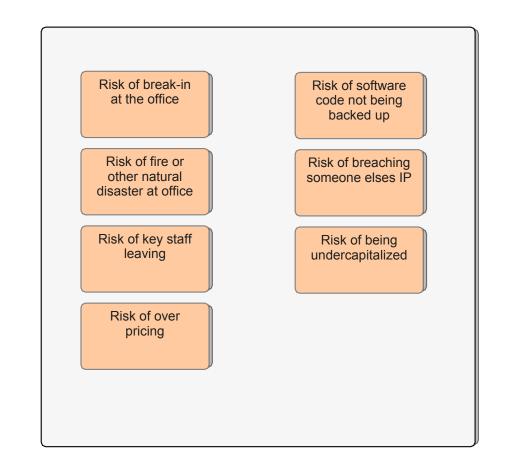
Feedback on needs and features obtained from potential and actual customers





Page 4







Risks managed effectively



Ensure that the name is not a registered copyright in key markets

Ensure that URL is available for software



Register software name and logo

Apply for any patents which may be possible

Include intellectual property clause in staff contracts

Ensure not breaching others IP rights



Intellectual property protected effectively



Support ticket system developed for channeling support requests

Knowledge base developed for support staff to use

Sufficient support staff

 $\Diamond$ 

Parts of knowledge base put on website for first level self-support



User-friendly support system for users



Sufficient on-going product support

Sufficient training for support staff

User-forum developed for support questions

Layered support system developed with problems escalated through levels

Ongoing monitoring of support system and feedback used for improvement to suport system

General issues and possible features identified and fed back to technical staff

## Projects/Activity



[P001] Ongoing competitor analysis and environmental scanning [P001] Securing venture capital project [P001] Ongoing financial and general adminstration [P001] Staff selection and ongoing HR including staff development [P000] Software coding

[P001] Marketing channel and sales funnel identification project

[P001] Key influencers communications plan [P001] Initial pricing decisionmaking and ongoing pricing review [P001] Ecommerce provider solution and ongoing liaison [P001] Usability testing

[P001] Website developed

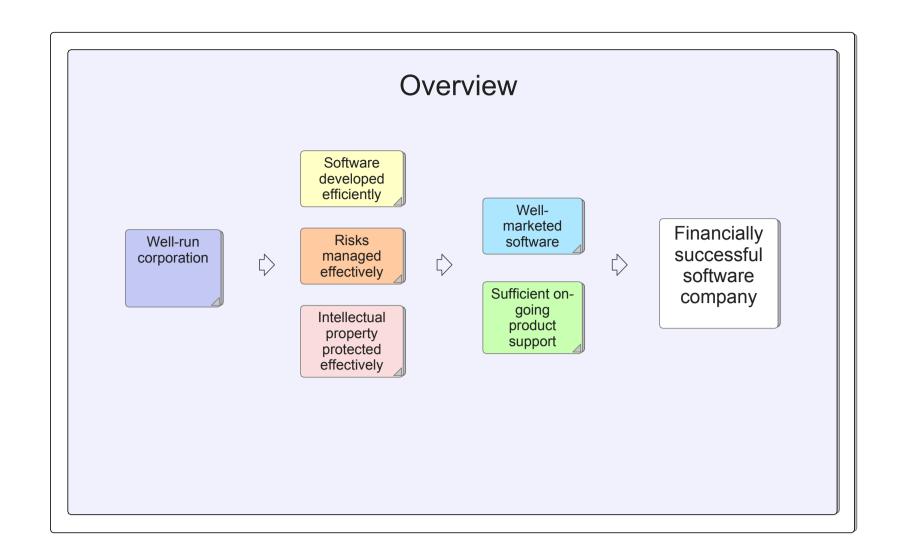
[P001] Product launch

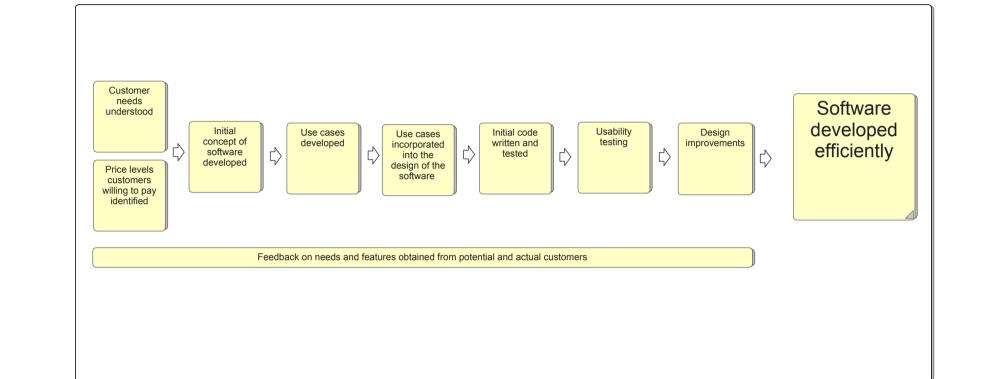
[P001] Buzz and PR articles writing and placement in appropriate media

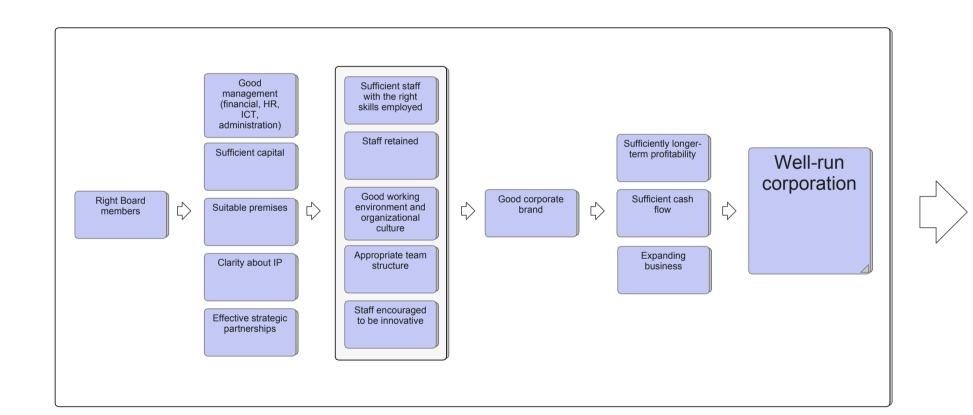
[P001] Contacting case study sites and write up

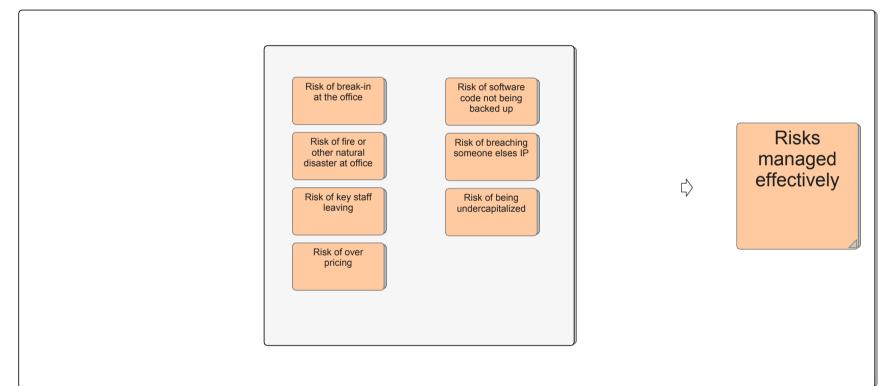
[P001] Product exhibition at selected sector conventions [P001] Website refreshing and ongoing social marketing campaign

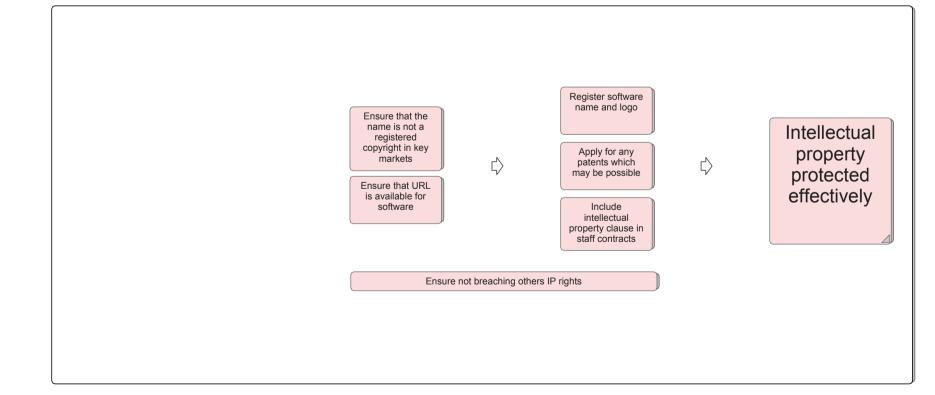
## Software Company DoView®Visual Strategic Plan

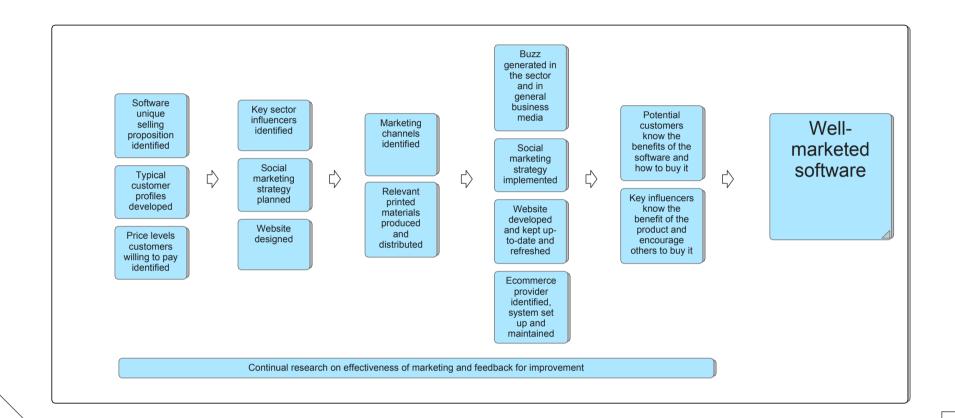


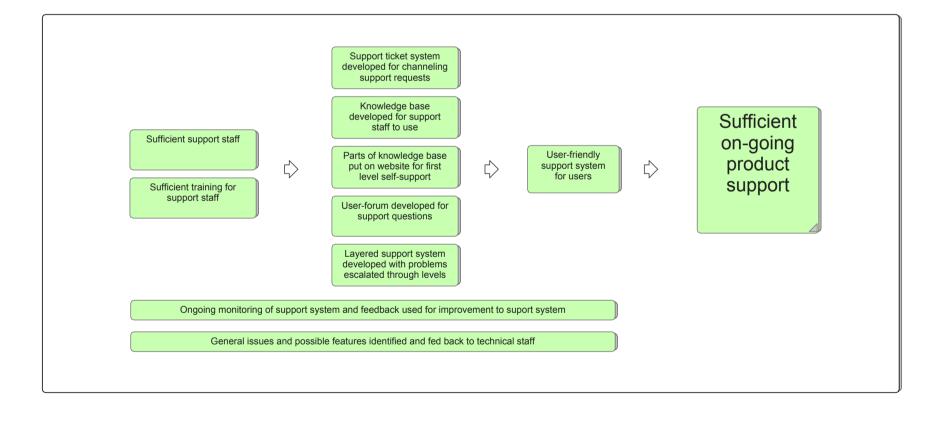












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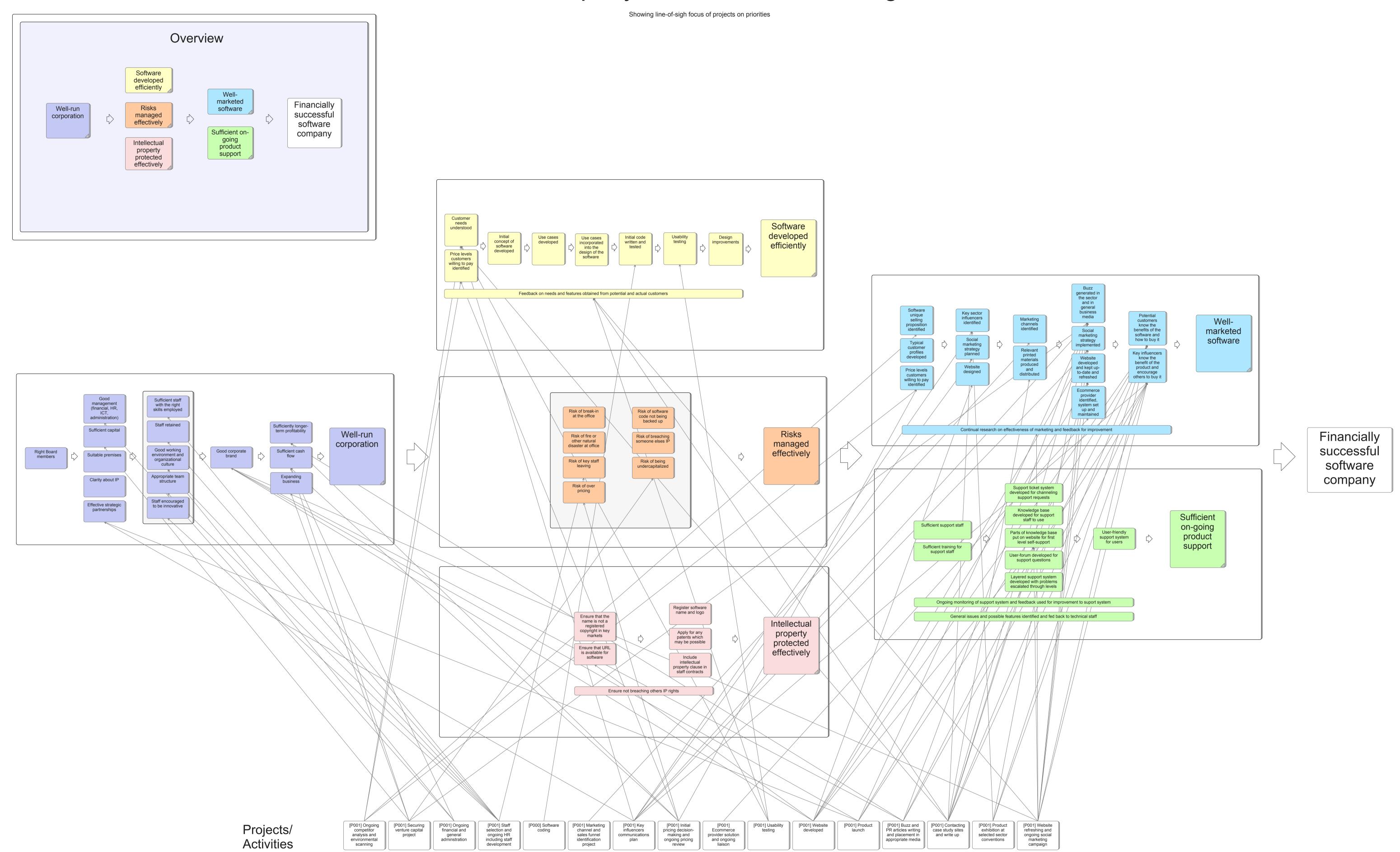
Financially

successful

software

company

## Software Company DoView Visual Strategic Plan



and ongoing liaison

project

appropriate media

V1-1 11 Oct 2012 Draft Trial of DoView Outcomes and Evaluation software available from DoView.com.

Developed by Dr Paul Duignan. Info on DoView Visual Strategic Planning at http://doview.com/plan. Info on drawing an Outcomes DoView DoView.com/plan/draw.html. Resources at OutcomesCentral.Org. paul@parkerduignan.com Duignan, P. (2008). Drawing logic models and evaluation plans using DoView – logic model and evaluation planning software. United Kingdom Evaluation Society Conference . Bristol, 23-24 September 2008.