

User Guide: Stage 2 Advance Need Statements



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How to Assess a Need Statement



Introduction

As Need Statements Progress through the three stages of the EBNLab, the objective is to increase the confidence un the likely commercial opportunity in addressing these needs. As Need Statements are Developed, through obtaining Stakeholder feedback, a further assessment can be carried out to advance those Need Statements which present the best commercial opportunity.

As well as all the scoring information which carries forward from Stage 1, Stage 2 adds [Satisfaction and Importance](#) scores obtained from Stakeholders either within or outwith the organisation.

Unlike Stage 1 Assessment, the Orange 'Begin Assessment' button (below) is only available when selecting the 'Review and Assess Need Statements' option on the Stage 2 section of the main Navigation Panel (above).

ID & Description ↴	Importance ↴	Satisfaction ↴	Opportunity ↴	EBN ↴	Reviewed in # surveys
#52: A way to address the difficulty in locating charging stations for tech-savvy travellers to achieve continuous connectivity and device usage throughout their airport stay Amenities Customer Experience	4.0/10	8.0/10	3.0/10	5.6 / 10	12 / 12
#11: A way to address long queues at security for passengers to achieve increased passenger time on discretionary activities Transit Delays	5.0/10	6.0/10	4.4/10	6.2 / 10	10 / 10

Preparing a Stakeholder Survey

The process of obtaining Stakeholder Feedback on Satisfaction and Importance scores is through a Stakeholder Survey, the functionality for which can be accessed in the Stage 2 Main Navigation Panel as shown below. When this option is selected, the user will be presented with the screen below, showing a list of the existing Stakeholder Surveys.

You can create a new Stakeholder Survey by 2 different methods:

1. Click on the Orange 'Add Survey' Button
2. Select an existing Stakeholder Survey, Duplicate it and then change some of the details.

If you are experienced in creating Multiple Stakeholder Surveys with Multiple Need Statement, it can sometimes be easier just to duplicate a survey and change the name of the person being surveyed.

The screenshot displays the 'Stakeholder surveys' interface. It is divided into three stages: Stage 1: Discover, Stage 2: Develop (which is highlighted with a white border), and Stage 3: Define. Each stage lists specific tasks. Below the stages is a section titled 'Understanding the Opportunity' with a lightbulb icon and a '+ Read more' link. At the bottom, there is a search bar with the text 'Search by contact name or organisation' and a 'Search' button. To the right of the search bar is an orange '+ Add survey' button. Below the search bar is a table with the following columns: Contact, Organisation, Needs Statements, Status, and Actions. The table currently displays the message 'No surveys found. Create one.'

If the Orange 'Add Survey' Option is chosen, the user is presented with the screen below to enter the details of the person to whom the survey is to be sent, noting whether this Stakeholder is internal or external to your organisation.

The User then selects the Need Statements which the user wishes to survey the Stakeholder about.

Clicking on the Orange 'Save and Generate Survey Link' button will create the survey on the system and provide the link to the online survey. The User must then take a note of this link to send it to the Stakeholder in a personalised communication.

N.B.

Please note that while the email address of the Stakeholder is recorded here, the EBNLab platform does not automatically send the survey to the Stakeholder. EBNLab generates a link that the user can share with the Stakeholder. This link is to a page uniquely created for that Stakeholder for that Survey, and once completed, the results of the Survey are automatically recorded by EBNLab.

EBNLab Account Sign out

EBNLearn Sample Organisation > Test Project for EBNLearn Platform Purposes > Stage 2 > Surveys

New survey Cancel

Stakeholder details

Name

Role

Organisation
 Internal stakeholder within organisation

Email
Note: EBN Lab does not send out emails. A survey link will be generated which you can send directly to your selected stakeholder via email.

Select Needs Statements for survey

Search

Tags

No needs statements found matching query

Selected Needs Statements

No needs statements have been selected for this survey

Save and generate survey link

Moving Need Statements from Stage 2 to Stage 3

Clicking on the 'Review and Assess Need Statements' option on Stage 2 of the Main Navigation Panel gives access to the functionality shown below, allowing the user to review and assess Need Statement for advancement to Stage 3.

At the [top of the page](#) is a summary of the number of Need Statements that have no surveys, partially completed surveys and completed surveys.

Like the [Stage 1 Assessment Process](#), a Project Administrator can Begin Assessing Stage 2 Need Statements using the Orange buttons.

When undertaking a Review of the Need Statements, in addition to all the scores available at Stage 2, the user will be presented with [Satisfaction and Importance](#) Scoring derived from the Stakeholder Surveys and is visible on the Graph demonstrating which are [Underserved or Overserved](#).

Like the Stage 1 Assessment Process, there is an 'Advance Selection' option that allows a filter to be applied, based either on the Opportunity Score (Satisfaction and Importance) or based on the full EBN Score.

The user can also mark each Need Statement individually to be Paused or Advanced by highlighting the icons. Once the selection is made, by clicking on the 'Advance Selected' orange button as shown below, those Need Statements marked for advance will be moved to Stage 3.

This process can be repeated should additional Need Statements require to be advanced to Stage 3.

The screenshot displays the 'Assess Needs Statements' interface. At the top, a chart shows 'Evidence score' and 'Importance' with a 'Low evidence Low confidence' area on the left and an 'Underserved' area on the right. Below the chart is a section titled 'Assess Needs Statements' with a sub-header 'Select the Needs Statements to advance to Stage 3 of the EBN Process.' and a '+ Read more' link.

There are two 'Advance Selection' panels. The top one is set to 'Select by Opportunity score' with radio buttons for 'Opportunity score' and 'EBN score'. It has buttons for 'Top 5', 'Top 10', 'Top 20', 'All', and 'None'. The bottom one is set to 'Select by EBN score' with radio buttons for 'Opportunity score' and 'EBN score'. It has buttons for 'Underserved', 'Top 5', 'Top 10', 'Top 20', 'All', and 'None'.

A 'Chart and Table Filter' section contains various tags like 'Decarbonisation', 'Transit', 'Amenities', 'Delays', 'Sustainability', 'Customer Experience', 'economic impact', 'Commercial/Retail', 'AI autonomous systems', 'Accessibility', 'Security', 'Efficiency', and 'Communication'. There is an 'Apply filter' button and an 'Advance selected' button.

ID & Description %	Importance %	Satisfaction %	Opportunity %	EBN %	Reviewed in # surveys	Advance?
#92: A way to address the difficulty in locating charging stations for tech-savvy travellers to achieve continuous connectivity and device usage throughout their airport stay Amenities Customer Experience	4.0/10	8.0/10	3.0/10	5.6 / 10	9 / 9	<input type="checkbox"/> <input type="checkbox"/>
#11: A way to address long queues at security for passengers to achieve increased passenger time on discretionary activities Transit Delays	5.0/10	6.0/10	4.4/10	6.2 / 10	8 / 8	<input type="checkbox"/> <input type="checkbox"/>
#45: A way to address the unpredictability of last-minute gate changes for passengers on tight schedules to achieve timely arrival at the correct gate without confusion. Customer Experience	7.0/10	5.3/10	6.2/10	6.0 / 10	9 / 9	<input type="checkbox"/> <input type="checkbox"/>