

Project design

Use

This document provides information on the aspects that need to be developed in some depths when submitting a project idea or project draft. A list of such elements is provided as a Microsoft Word document (see <http://www.quint-essenz.ch/de/tools/>).

Writing a project design

From draft project to project design

The idea for a project will normally be sketched out in draft form (see “Draft project”) in order to have a basis for further decisions: are more investigations worthwhile and is it sensible to allocate more resources to develop this project further? In order to write a more elaborate design, various aspects of the project idea may need developing, reflecting and more detailed planning. New elements will emerge. In order to defend a project, more research is generally needed, key stakeholders and representatives of the target groups must be contacted, possibilities for funding need to be investigated. The general planning phase of a project will be concluded when the final project design is written and submitted as a firm proposal.

Quality criteria

Quality aspects need to be considered even at the design stage of a project. The list “Quality criteria for projects” allows early assessment of these aspects and a quality profiling of your project. Strengths and potential for improvement can thus be identified early on and adjustments or corrections may be made. When making a list of the typical elements of a project design (see below) the third column will indicate the criteria that are of particular importance for each element.

Tools

The fourth column indicates specific *quint-essenz* tools and sample forms for each element. If you wish, you can list your objectives and strategies directly on the proposed planning table, join it to your project design and simply refer to it in your document.

Remarks

Funding institutions normally demand a detailed design in order to consider a project proposal. It is worthwhile asking early on about formal procedures. You may be requested to use pre-defined forms that may be structured differently from the examples that are proposed here.

Elements of a project design

General information
<i>Working title (project)</i>
<i>Project manager</i>
<i>Phone number</i>
<i>E-Mail address</i>
<i>(Potential) responsible institution</i>
<i>Date/version number</i>
<i>Additional remarks</i>

		<i>Quality criteria</i>	<i>Tools</i>
1.	Summary		
1.1	<i>Summary of the principal idea of the project in 3 sentences</i>		
2.	Project justification		
2.1	<i>Basic conditions (social, societal, cultural and political context)</i>	<i>Contextual conditions</i>	<i>Checklist assessment</i>
2.2	<i>Project justification (normative need/felt needs)</i>	<i>Need (normative), needs (felt)</i>	
2.3	<i>Similar projects (own or other)</i>	<i>Lessons learnt</i>	
3.	Intended effects		
3.1	<i>Vision (long-term perspective)</i>	<i>Embedding</i>	<i>Planning chart</i>
3.2	<i>Objectives (intended effects by the end of the project)</i>	<i>Empowerment, definition of objectives, sustainability</i>	
4.	Settings and target groups		
4.1	<i>Settings (where effects are to be achieved)</i>	<i>Setting</i>	<i>Organization chart</i>
4.2	<i>Stakeholders in the setting(s)</i>		
4.3	<i>Target groups and key persons of the planned intervention</i>	<i>Health equity</i>	
5.	Procedure		
5.1	<i>Strategies (approach, methods)</i>	<i>Procedure, participation</i>	<i>Planning chart</i>
5.2	<i>Time schedule (planned deadlines and milestones)</i>	<i>Milestones</i>	
6.	Project organization		
6.1	<i>Organizational structure of the project</i>	<i>Organizational structure</i>	<i>Organization chart</i>
6.2	<i>Collaborations and networking</i>	<i>Collaboration and networking</i>	

7.	Resources		
7.1	<i>Budget (detailed table of all income and expenditure)</i>	<i>Resources</i>	<i>Checklist budget</i>
7.2	<i>Personnel (in % of full employment/working days)</i>		
7.3	<i>Professional qualifications and competences (main actors)</i>	<i>Qualifications</i>	<i>Suitability criteria PM</i>
8.	Evaluation		
8.1	<i>Reasons for evaluation (who wants to assess what and for what reason)</i>	<i>Evaluation, goal attainment</i>	<i>Evaluation chart</i>
8.2	<i>Outline of the planned evaluation</i>		
9.	Diffusion of results		
9.1	<i>Diffusion and communication of experiences and results</i>	<i>Documentation, diffusion of results</i>	<i>Documentation system, information strategy</i>