Why do you think this project should be created in Shorthand? Why do you want to break out of your traditional CMS format?

What is the aim/target of the story?

How do you plan to measure the success of the story?
*E.g. analytics such as dwell time, social media shares, sign ups, conversions, etc.*

How much text do you have for this story? How many sections/chapters do you think it will need?
What images and video do you have or will you commission for the story?
*E.g. have you thought about the image and video sizes and the safe areas within the Title, Text Over Media, Reveal and Background Scrollmation sections?*

Are there any interactive features that could bring the story to life or help explain complex matters to your audience?
*E.g. Could you add a map or image layer using the Reveal section to create an infographic? Have you looked at our Other Resources support document?*

Have you thought about how you will promote this story? How will your audience find it?

Do you have enough time and resources to achieve all that you want with this story? Are there any challenges you anticipate and how will you overcome them?

Will you storyboard on paper first?
*YES/NO*  
*See storyboard template in support docs*