Business Objectives What does the business want to accomplish? How will we measure progress towards the goals?	Scope What is the breadth of the solution space? What is not in scope?  Competitors Who are the main competitors? What types of experiences does the design of		Value Propositions What benfits does the solution offer users? How does the solution help the user?	rimary user segments? reople will use the solution?	User Goals What are the jobs users are trying to get done? What are users ultimately trying to accomplish?  Pain Points What problems do users have getting their tasks done? What issues stand in their way?
Revenue Channels  How will the business make money? What channels will money come from?		Differentiators  What distinguishes this solution from others? How will the solution create unique value for customers?		Usage Barriers  What might keep users from adopting the What will make using a new or different in the will make using a new or different in the What will make using	

# **UX Strategy Canvas**

FOR:

Chal	lenge
CHAI	ici igc.

What are the opposing forces to overcome?
What opportunties exist for UX design to provide value?

## Goals

How will design meet the business objectives? What problems will the designs solve?

#### Desired UX

What is the intended user experience?
What do we want users to say about the solution?

#### Focus Areas

What areas of the user experience bring the most value? What are the overarching principles that guide design?

# Approach

What design techniques will be employed? How will design operate within the initiative?

## Activities

How will the design team organize for success? What types of tasks will be carried out?

#### Measurements

What types of measurements will be employed? What metrics will be used to gauge design success?