

Experience Canvas

Hypothesis: We think that ... will have the following effect ...

Date:

Iteration:

<div><div>Problem</div><div></div><div>What triggered the hypothesis?</div><div>Clearly list challenges, issues, analytics facts and assumptions</div></div>	<div><div>Idea</div><div></div><div>Early thoughts/options to solve this?</div><div>Best practices Patterns Comparative reviews</div></div> <div><div>MVE</div><div></div><div>The smallest, easiest, fastest-to-make version of your idea that you can reasonably launch as an experience.</div></div>	<div><div>Value</div><div></div><div>What is the likely user benefit and business benefit?</div><div>Expected user gains \$ business benefits Technical benefitis Competitor analysis Expected analytics change</div></div>	<div><div>Stakeholders</div><div></div><div>Who needs to be happy and actually has a say in it, who needs to be informed?</div><div>Driver: Team below Approver: 1 (max 3) Consulted Informed</div></div> <div><div>Team</div><div></div><div>Keep it small and keep it balanced. Shouldn't overlap with Stakeholders above.</div></div>	<div><div>Personas</div><div></div><div>Who will use this?</div><div>Build on the persona sets we already have or create ad-hoc personas</div></div>
<div><div>End to end demo</div><div></div><div>Tell a story end to end from the very beginning on</div><div>5 key scenarios end to end as role play, sketches, lo-fi and hi-fi prototypes, real code, the MVE</div></div>			<div><div>Test results</div><div></div><div>Test early and often with humans and customers</div><div>Test results and recommendations</div></div>	

Decision: Refine keep team / Refine split into multiple teams / Pivot, run another round / Stop