UX Strategy Guide

Adapted from Jeff Gothelf's Lean UX Canvas and
Jim Kalbach's UX Strategy Blueprint

Title/Brief Description:

Date:

Iteration:

Problem:
What business/problems have you identif ed that needs help?

1

Outcomes:
What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

2

Challenges:
Which obstacles will you face ahead? Who are your main competitors?

3

Differentiators:
What will be different in your product compared with current similar solutions? How will you overcome the challenges?

4

Measurement:
How to track success? What's your main goal timeframe?

5

Solution Ideas:
List features, enhancement, and overall ideas that help your target audience achieve the benef ts they're seeking.

8

GO/NO GO:
With steps 1 to 11 completed, answer these last questions.

	YES	NO
1) Did you survey each risk/assumption?	☐	☐
2) Did the survey results validate your ideas?	☐	☐
3) Is your idea still valid?	☐	☐
4) Do you have all the resources to build your solution?	☐	☐

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Paint the Decision slot below:

- All your answers above were YES - You are ready to move to build your idea!
- At least one of your answers was NO - You may need to do more research until you get positive answers to all questions.
- You answered NO to question 3 - Don't spend time if your idea is not valid anymore.

Users and Customers:
What types of users and customers should you focus f rst? In which demographics, gender, age are they?

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User Benef ts:
What are the goals your users are trying to achieve? What is motivating them to seek out your solution?

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Hypotheses:
Combine the assumptions from 2-8 into the following template hypothesis statement:

"We believe that [business outcome] will be achieved if [user] attains [benef t] with [feature]."

Each hypothesis should focus on one feature.

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Riskiest Assumptions:
For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail it it is wrong.

10

Risk Management Experiments:
Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

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Decision: