ATLASSIAN

Experience Canvas

1. Hypothesis (10 min)

The difference the team thinks the project will make for it's customers. We think that ... will have the following effect ..

Airline example: "We believe that a low cost air travel product will meet customers travel needs and increase revenue for our airline".

2. Problem (10 min)

What triggered the hypothesis. Clearly list challenges, issues and root causes.

Airline example: "Many travelers are preferring train travel over plane due to costs".

7. Ideas (10 min)

That solve the customer personas' problems and meet stakeholders' requirements.

Airline Example: "Refurbished airplanes with no check in baggage and no food/drinks served".

8. Minimum Viable Experience (5 min)

The smallest, easiest, fastest-to-make version of your idea that can reliably prove the hypothesis.

Airline Example: "Serving one popular tourist destination during university vacation."

6. Value (10 min)

What is the likely user benefit and business benefit

• expected user gains
• $ business benefits
• technical benefits

Only list what can be measured and rank them as a team in terms of perceived customer value.

Airline Example: "Air travel speed (not service) at the price of train tickets."

4. Stakeholders (10 min)

Who supports this effort? Who could potentially block this project? Who also has requirements?

Airline Example: "CEO, pilots, travel agents, air regulators".

5. Team (10 min)

What experience and skills are required to set up this experience for success.

Airline Example: "marketing manager, operations lead, finance, IT dev team"

3. Customer personas (10 min)

Who is having this problem? What motivates them? What are they trying to accomplish?

Airline example: "John is a university student who wants to travel during semester vacation without spending a fortune".

10. End to end demo (5 min)

Tell an end to end story from the point of view of the customer that focuses on the problems solved, the solution applied and value achieved. List key scenarios as role play, sketches or lo-fi (wireframes) that later could be worked into hi-fi (pixel perfect) mockup journeys.

End to end previews of the user experience will give the entire team a desired end goal to work towards.

Airline Example: "Screen journey of booking a low cost flight; End to End experience from check in to disembarking; Complaint hotline process and experience, etc"

9. Metrics (10 min)

Define success metrics directly related to the desired values for this experience that will be used to prove or disprove the hypothesis.

Metrics are often overlooked or not executed. Determine early when, how and by who they will be measured.

Also, you want to have metrics not only for the ultimate value but also for milestones along the way that can provide early success or warning indicators.

Airline Example: "The low-cost air travel offering website will trigger at least 10,000 leads and 1,500 bookings within the first month".