UX Vision Canvas

What is our UX vision?

- What do we want users to talk about when they interact with our product?
- What adjectives and descriptions do they use?
- Which UX factors do we want to focus on?

3



Users

- What do we know about the users?
- What problems do the users have?

1



Measurement

- How can we measure the UX?
- How do we know how well we already fulfil a UX factor?
- What are our UX goals?

4



Product

- What do we know about our product?
- Which values does the product deliver – and which explicitly not?

2



Features

- What is the impact of the planned features on the UX factors?
- Which feature should benefit which aspect of the UX?

5



What challenges do we have to overcome to get better in this area?

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Product _____ Team _____ Date _____

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