UX Vision Canvas

Quick guide

Use these five steps to develop a shared UX vision as a team and connect it with measurable goals and planned features.

Who
The people who make product decisions. Keep the group small – the more people are involved, the longer decisions take.

Time
60–120 minutes for the UX vision itself. With good preparation, the whole canvas can be completed within a few hours.

Materials
The canvas, printed in A3 or larger, plus cards or sticky notes and pens for everyone.

Preparation
Bring what you already know: results from market and user research, personas, storyboards, feature lists or the product backlog.



Step 1

Users

Clarify what information or assumptions you already have about the people who will use your product. For example, share results from market research and user research and other artefacts that are already in use, such as personas or storyboards.



Step 2

Product

Be clear about what your product is, what value it should deliver and, if necessary, what your product explicitly is not. This can include, but is not limited to, artefacts such as a feature list or a product backlog.



Step 3

UX vision

Now it's time to develop the actual UX vision. Take your time to do this. Everyone from the product team collects descriptions on cards that people ideally use to describe the user experience. One idea goes on each card, and everyone collects ideas on their own. This takes about two to five minutes. Then all the cards are put on the table and duplicates are removed. Everyone then groups the cards into clusters and names the clusters directly.

The clusters are now the factors of the UX that can be targeted. To maintain focus, the group decides which three to five factors belong to the UX vision.



Step 4

Measurement

After the important UX factors have been determined, work out how the factors can be measured. These may be metrics that are already collected, or they may still need to be recorded and calculated. It is crucial, however, that measurability is accompanied by quantifiability. UX goals can then be derived from this.



Step 5

Features

Once the UX goals are clear, evaluate the product's planned features for their impact on the UX factors. Methods such as UX Poker can be used to estimate the strength of the effect as a team.



Keep in mind throughout

Record your blind spots

As you work through the five steps, write down what prevents you from knowing more about the four areas of users, measurements, product and features. While developing your UX vision, you may realise that you still know too little in certain areas. You can continue, but you should address these blind spots as soon as possible; otherwise, you run a high risk.

UX Vision Canvas · Developed by Dominique Winter · CC BY-ND 4.0