	SPECIFIC What do you want to accomplish?	**MEASURABLE** How will you know when you have accomplished your goal?	**ATTAINABLE** How can the goal be accomplished?	**RELEVANT** Is the goal worthwhile? Will it meet your short- and long-term needs?	**TIMELY** When will the goal be accomplished?
If.....then.....	S	M	A	R	T
	S	M	A	R	T

UX Strategy Canvas

1. Input: Persona's

Prioritise all userneeds of user groups who is most important for your business stakeholders

2. Business Model

How does the business model looks like?
What business problems are we trying to solve?
What obstacles must we overcome?

EXAMPLES:
Unification of experiences
Accelerated adoption
Market recognition
Transformational impact on users
Lack of coherency
Migration of customers
Deteriorating image
Internal constraints

3. Business Priorities

What business priorities has the most impact on the needs of the users?

EXAMPLES:
More sales in checkout forms
Involving new targetgroups
User group will to stay longer in their dashboard
User group increase the number of tasks

4. UX KPI's

How will we overcome the challenges?

EXAMPLES:
Increase in user satisfaction e.g., SUS (retention)
Increased self support (lower support cost/time)
Higher frequency of use (value perception)
Lower maintenance needs (cost/time of development)

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If.....then.....	S	M	A	R	T
If.....then.....	S	M	A	R	T

5. User content and service needs

What are the hidden(future) needs of your usergroup on service level and content level?

6. Ideas/Concepts for interfaces