

LEAN UX ♥ SUSTAINABILITY CANVAS

<p>1 Business Problem</p> <p>What problem does the business have that you are trying to solve?</p> <p><i>(Hint: Consider your current offerings and how they deliver value, changes in the market, delivery channels, competitive threats and customer behaviour.)</i></p>	<p>3 Environmental Impact</p> <p>How will this product or feature affect the environment throughout its lifecycle? What will you measure?</p> <p><i>(Hint: Consider metrics like energy usage, carbon footprint, CO2 emissions, waste generated, materials used and so on.)</i></p>	<p>4 Users</p> <p>Think about the people (personas) and their needs that you want to focus on first. Don't forget about their social needs like data privacy, inclusivity and accessibility.</p> <p><i>(Hint: Who buys your product or service? Who uses it? Who configures it? Etc. What are their needs? Their Pain points? Their struggles? Their social needs?)</i></p>	<p>5 Solutions</p> <p>What can we make that will solve our business problem and meet the needs of our customers at the same time?</p> <p><i>(Hint: List product, feature, or enhancement ideas here.)</i></p>
<p>2 Business Outcomes</p> <p>How will you know you solved the business problem? What will you measure?</p> <p><i>(Hint: What will people/users be doing differently if your solutions work? Consider metrics that indicate customer success like average order value, time on site, and retention rate.)</i></p>			
<p>6 Hypothesis</p> <p>Combine the assumptions from 2, 3, 4, & 5 into the following hypothesis statement: „We believe that [Business Outcome] will be achieved if [Persona] is able to [Need] with this [Feature] and we expect [Environmental Impact].“</p> <p><i>(Hint: Each hypothesis should focus on one feature only.)</i></p>	<p>7 What's the most important thing we need to learn first?</p> <p>For each hypothesis from Box 6, identify its riskiest assumptions. Then determine the riskiest one right now. This is the assumption that will cause the entire idea to fail if it's wrong.</p> <p><i>(Hint: In the early stages of a hypothesis focus on risks to value rather than feasibility.)</i></p>	<p>8 What's the least amount of work we need to do to learn the next most important thing?</p> <p>Design experiments to learn as fast as you can whether your riskiest assumption is true or false.</p>	
<p>Have we solved the businessproblem and is the solution working?</p>			

PROFIT

PLANET

PEOPLE