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

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