The Enterprise UX Canvas

Business Rationale

What is the importance or impact of this project?
How will the business benefit from this project?

Key Performance Indicators

How will the performance of this project be measured?
What is the estimated return on investment?

User Benefit

What is the value proposition of this project to the end user?
Which of the user's needs or pain points will be addressed?

Persona & User Context

What are the user's life/career goals, needs, and values?
What are the characteristics and demographics of the typical user?
What is a typical day in the life of the user?
What is the user's level of technical proficiency?
What motivates and de-motivates the user?
Is there anything the user actively seeks to avoid?
What are the user's tools and physical environment?
How does the user feel about people and tools he/she interacts with?
What are the user's consumption, interaction, and educational preferences?
Who do our customers sell to? What service to they provide? How?
How would you describe this user in one phrase?

Job / Task Context

What is the user's end-goal or intent? What does success look like?
How does the user execute this job today?
What are the pain points with the current method of execution?
How would the user ideally want to execute this job?
What are the triggers for this job?
What tasks come before and after this job?
What complementary tasks are performed along with this job?
What can go wrong when completing this job?
How frequently does this job occur?
Does this job need to be stopped and resumed?
How important / critical is this job to the end-user?
Will the user have the intent to perform this job?
How does the user monitor the execution of the job?
How does the user adjust parameters of the job to attain their goal?
How does the user conclude the job and move on to the next task?
What are the user's concerns during the execution of the job?
What are the scenarios needing to be accounted for?

Workflow

What are the entry and exit points?
What is the primary workflow?
What are the secondary workflows?
What are the logic branches and loops?
How can the decision tree be simplified?
How can the user most efficiently reach their goal?
Is the workflow executed in one session or across multiple sessions?
Does the workflow involve interaction with other people or systems?
Is the workflow spread across multiple devices or software applications?

Cognition, Perception, & Ergonomics

Can metaphor, control mapping, grouping, constraints, and prior knowledge be leveraged to create an intuitive mental model of the system?
Can imagery, iconography, information in the environment, and memory structures enhance learning and recall?
Are affordances and feedback provided to inform the user of available actions, their effects, and progress to the end-goal?
Can color, contrast, size, movement, and visual scanning patterns be used to lead the eye to important information and actions?
Can font selection, leading, and line length be optimized to improve legibility and scannability?
Can natural user interfaces facilitate input, manipulation, and consumption?
Can cognitive models, control placement, and size be optimized for repetitive, high performance interactions?
Can imagery, color, position, motion, and layering provide the user with a greater sense of context, relationships, or feedback?

Emotional Context

How does the user feel before the job?
How does the user feel during the job?
How does the user feel after the job?

Information Context

How does the user locate and prepare information used in the job?
What is the scale and type of this data?
What are the pain points with acquiring and using the information?

Objects, Actions, & States

What actions are required to support the job/task?
Can objects and states be used to support an intuitive mental model?
Are the relationships and mappings between objects, actions, and states clear and intuitive?

Prioritization & Hierarchy

What are the primary and secondary user intents?
How is the priority/hierarchy of the user's intent reflected in all aspects of the design: workflow, information, actions

Temporal Context

How does the job change over time?
How do the user's intent or expectations change over time?
What pain points appear over time?
How is the blank state different from dirty state?

Educational Context

How does the user learn about the job?
What pre-existing knowledge does the user have about the job?
How does the user transition from novice to intermediate and expert?
What level of proficiency is expected from the user?

Visual Design & Personality

What is the personality of the user interface?
What design treatments will echo the product's branding?
How can visual consistency be established via grids, typography, & color palette?

Thoughtfulness & Delight

How can error be prevented?
How can the user gracefully recover from error?
How can we predict and respond to the customer's intent?
How can we exceed the customer's expectations?

Sales, Marketing, & Support

How is the product explained and sold by sales reps?
What are the brand guidelines and marketing collateral?
Is feature customization needed for SaaS platform deployment and adoption?
How are new customers registered and onboarded?
What operational problems could result from introducing a new feature?

Competitors

How does the competition solve similar problems?
How does our target audience differ from that of our competitors?
How do we beat the competition?

Technology & Development

What are our internal technical constraints?
How can the system be architected modularly?
What are our customers' technical preferences, constraints, and IT landscape?
How will technical constraints evolve over time?

Enterprise UX Canvas was created by Benjamin Koh

www.enterpriseuxcanvas.com