Design Objectives

This tool helps you identify the main problems the users would experience in their current journey and structure objectives that could overcome these issues in your new service proposition.

User experience

Decide Use Retain Sustain Attract Issue: Issue: Issue: Issue: What are the main issues What are the main issues What are the main issues users face in this phase? What are the main issues What are the main issues users face in this phase? Objectives: Objectives: Objectives: Objectives: What objective can you set What objective can you set What objective can you set for the service to overcome the issue? What objective can you set What objective can you set for the service to overcome the issue? the issue? the issue? the issue?