PRODUCT DESIGN CANVAS

ENGINEERING PRODUCT DESIGN ET3153

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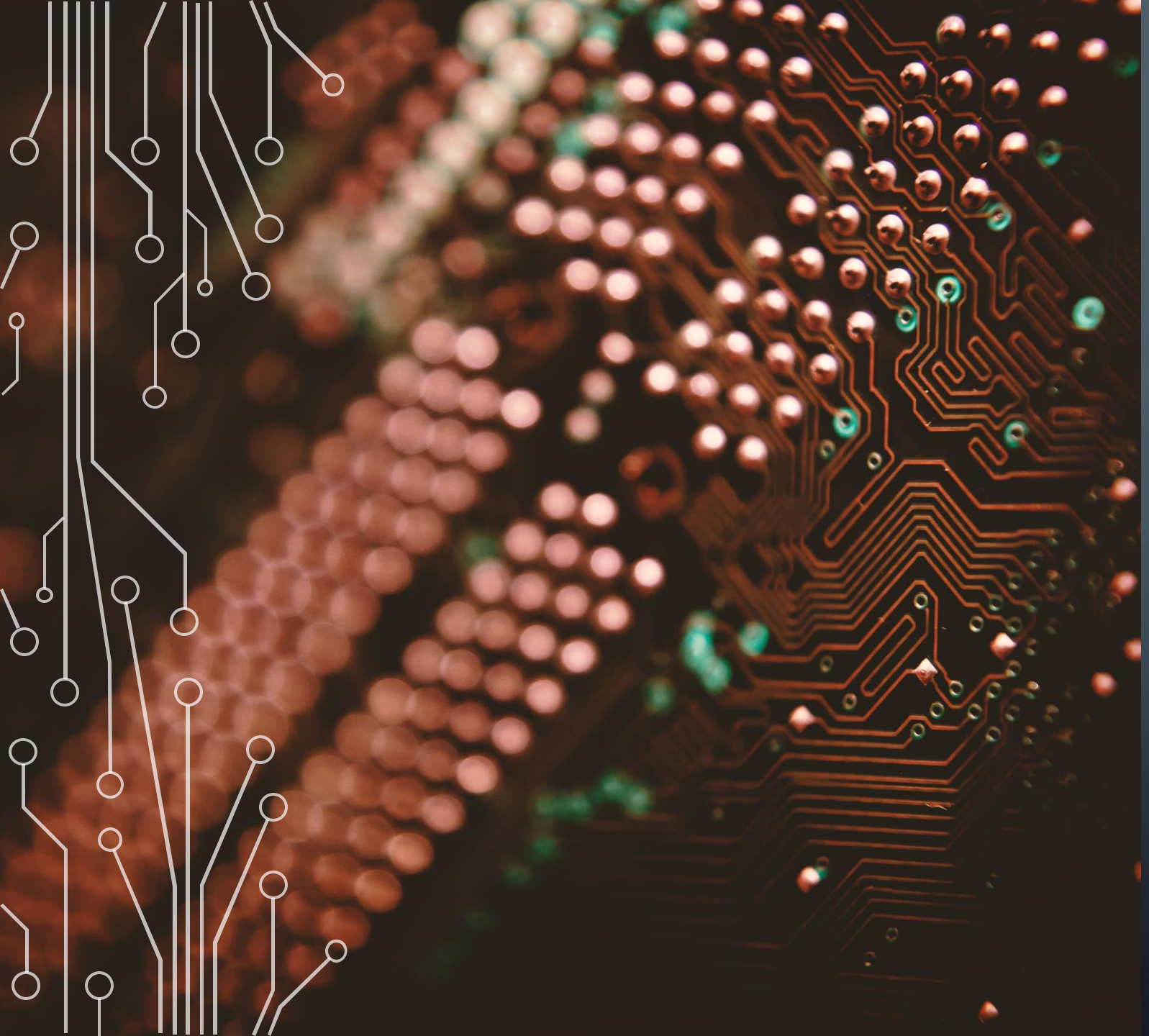

- Basically designing a product in an extremely limited time and presenting your thinking process and the result is paramount.
- It demands to follow a structured process to building a real product.
- The high level parts of such a process are:
  - understanding what you're building,
  - coming up with a solution, and
  - measuring its success.

WHY ? :UNDERSTANDING THE GOAL

1

Why

Understand your goal

- Why is this product or feature important?
- What problem are we trying to solve?
- What impact does it have on the world?
- How does this product benefit customers?
- What business opportunities does it create?

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WHO ? : DEFINE THE AUDIENCE

2

Who

Define the audience

- What are the categories of people who have significantly different motivations for using this product? Pick one.
- What are the different groups inside this audience that have different needs?

  Age, gender, location, occupation, mobility etc.

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WHEN AND WHERE ? :UNDERSTANDING THE CUSTOMER'S CONTEXT AND NEEDS

3

When and Where

Understand customer's context and needs

List the context and conditions (When and Where)

- Where are they physically?
- Is there a trigger event causing this need?
- How much time do they have?
- Are they on a specific digital app or platform?
- What emotions do they experience?

List customers' needs

- What is the customer’s high-level motivation for solving the problem?
- How could they achieve that?

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WHAT ? : LISTING OUT THE IDEAS

4

What

List ideas (A, B, C...)

- What could the company build to fulfill the customer's needs?
  - Type of product: physical/digital
  - Smart watch, smartphone, tablet, desktop, laptop, TV, VR-headset etc.
  - Type of interface — graphic, audio/voice, VR, AR etc.

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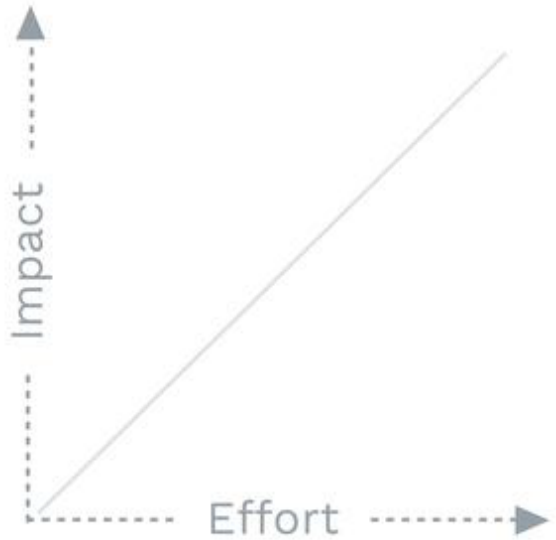
PRIORITISE AND SELECT THE BEST

5 Prioritise and choose an idea

- Place ideas on an Impact/Effort matrix:



Implementation effort vs.
Reach, value for customer, potential revenue

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WHY ? :UNDERSTANDING THE GOAL

6 Solve

Storyboarding

Map out the customer's journey to get a picture of what interactions your product needs to support.

Defining tasks

Make a list of tasks the customer needs to complete to use your product successfully.

Speedy sketching

Sketch four possible interfaces for the product you're trying to design. Spend one minute per sketch.

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WHY ? :UNDERSTANDING THE GOAL

7

How

Measure success

- How would we know that the solution was successful?

  Task success rate, task completion time, engagement, retention, revenue, conversion, user acquisition, net promoter score (NPS).

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Task:

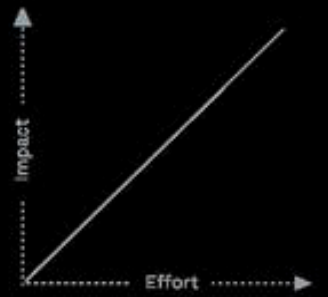
1. Understand your goal

2. Define the audience

3. Understand customer's context and needs

4. List ideas (A, B, C...)

5.



6.

7. Measure success

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REFERENCES:

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