

PERSONA :
Who are we designing for ?

TECH VALUE CANVAS

Leverage technology to create value

1. USER GOALS



What do customers want to accomplish ?
Their 'Jobs to be Done' ?

2. CHALLENGES



Where do they struggle ?
What improvements do they desire ?

5. IDEATION



How can the technology help address user challenges ?
How can we leverage it's abilities ?

6. OUTCOMES



What should users be able to acheive ?
What would the 'User Stories' be ?

7. TO-DOS



What do we need to build or test ?
Design better UI/UX ?
Engineering efforts ?

3. CURRENT COSTS



Do current tasks & problems cost time / money ?
What is the value of addressing them ?
Any long-term strategic opportunities ?

4. ABILITIES



What is the technology capable of ?
What Ability Cards seem relevant ?
Can multiple abilities work together ?

8. REQUIRED RESOURCES



Will we need any hardware/services ?
Do we need to collect any data ?
What time/expertise will we need ?

PRODUCT/FEATURE :
What do we want to de-risk ?

RISK DISCOVERY CANVAS

Identify & anticipate potential risks

1. STAKEHOLDERS

Who are involved and impacted ?
Consider downstream/upstream actors along with the expected user groups.



2. CONTEXTS

In what situations do they contact the AI system ?
Can you describe specific usecases ?
Are there any foreseeable edge case ?



4. IDEATION

How can things go wrong ?
How are risks relevant to identified contexts and stakeholders ?
Identify potential examples ?



3. RISKS

What risks come with the product/feature ?
Which risk cards could be relevant ?
Can one risk lead to another ?



5. DESIGN

Can we mitigate some risks during development ?
Can better engineering overcome challenges ?
Can thoughtful UI/UX/HAII design help ?



6. TEST

What can we test and validate in alpha/beta ?
What test criteria can we use to evaluate performance ?



7. MONITOR

What could go wrong after deployment ?
What do we need to pay attention to ?
What is impossible to validate internally ?

