| Product features | Curent state | Gap | Future state | Action plan |
| --- | --- | --- | --- | --- |
| DESIGN | \* Documenting existing processes and systems  \*Identifying pain points and inefficiencies  \*Understanding user needs and behaviors  \* Analyzing data and metrics  This helps understand the "as-is" state, informing future improvements and design initiatives. | \*Functional gaps  \*User experience gaps  \*Performance gaps \*Technological gaps  Identifying design gaps helps prioritize design solutions and drive innovation. | \*Defining goals and objectives. \*Envisioning ideal processes and systems  \*Meeting user needs  \* Improving efficiency and performance  It creates a clear vision for the "to-be" state, guiding design and innovation efforts. | \* Defining objectives  \*Identifying tasks and timelines  \*Assigning responsibilities  \*Allocating resources  \*Tracking progress  It helps designers and teams stay focused, collaborate, and drive projects forward effectively. |