

USER NEED

**What motivates the
user to care?**

BARRIERS

**What prevents the user
from taking action?**

METRICS

TBD...

PRICING

ANTI-DISCRIMINATION

**Additional dimensions could be layered
on depending on the project**

ACTIONS

What does the user to do to progress from one phase to the next?

BARRIERS

What prevents the user from taking action?

USER NEED

What motivates the user to care?

ANTI-DISCRIMINATION

PRICING

TBD...



Additional dimensions could be layered on depending on the project

PROPOSAL

3 key principles

- 1. User-centric**
- 2. Focus on key information**
- 3. Scalable & flexible**