



**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?**

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

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TBD...



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PROPOSAL

## **3 key principles**

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