**Experience Design**

OPPORTUNITY ASSESSMENT OVERVIEW

# **[Name of Initiative]**

**Proposed by:** [Team name & Lead]

**Started:** **Jul 29, 2021**

**Last updated:** **Jul 29, 2021**

*Instructions for this document: Before you jump into VOC, fill out this template & canvas based on the information you’ve captured so far. Use it to get buy-in with stakeholders and inform your next steps.*

## Executive Summary

1. What problem are we solving for the customer?
2. What is your[opportunity statement](#_e3nptgygemv1)?
3. How does it align to strategic priorities?
4. Why is it the right thing to do (or not)?

**Recommended next steps:**

*Based on your findings, what is the recommendation? Ex: pursue, continue analysis, revisit in the future.*

## 

## Analysis Summary

**Target User/Customer**

*What specific user or customer type are we targeting?***Customer Pain Point**

*What problem are they experiencing? What data do we have to indicate this? How do these problems impact the business?*

**Solutions & Alternatives**

*What are the current user workarounds to this problem? What alternative solutions or products exist? Who are the main competitors in this space?*

**Market Conditions & Considerations***What market conditions (if any) could impact the outcome such as trends, regulations and stigmas?*

**Impact Potential**

*Based on your analysis, what is the potential business impact of this opportunity? What data or reporting help prove this? What is the cost of not pursuing this opportunity?*

**Unique Capabilities (why us?)**

*What unique capabilities do we have, how does it align to strategy, how are the conditions right (ex: window is limited)?*

**Key Risks & Assumptions**

*What assumptions have you made that your recommendation relies upon? This includes dependencies, key resources, customer behaviors, or unavailable data.*

## Canvas:

[*Template to create your own canvas*](https://docs.google.com/presentation/d/12cWMaRDVdXmhInHxu6vsnv8jkd-TJv2yn3CstxvQD_U/edit?usp=sharing)

| **Customer Value** | **Findings/Opportunity Statement** | | |
| --- | --- | --- | --- |
| * Pain points * Goals/motivations | ***[Personas]*** *need* ***[benefit]*** *because* ***[motivation]*** *and we may be well positioned to deliver because* ***[phenomena]***  *which could be impactful for the business due to* ***[projection]*** *and* ***[outcome]****.* | | |
| **Business Impact** | **Why** | | |
| * Does this make sense for the biz?   + What priority does it align to?   + Risk   + Strategic goals   + Impact     - Identify metrics | * Data to back up go/no go decision. * Data to back up go/no go decision. * Data to back up go/no go decision. | | |
|

*Definitions:*

***Personas:*** *User/Author/TL*

***Benefit:*** *Expected outcome/impact for the customer*

***Motivation:*** *Why they value it*

***Phenomena:*** *Clustered evidence*

***Projection:*** *Theory of value*

***Outcome:*** *Business outcome metric*