***TLADS Methodology Walk Through Making Use of Canvases:***

***Step 1: Assess Business Initiative***

|  |  |
| --- | --- |
| **Business Initiative:**  Improve user retention and personalised engagement strategies for Centralised Crypto Exchanges (CEXs). (user retention, churn prediction and behavioural segmentation) | |
| **KPIs:**  User churn rate (%), Bridge-out to CEX Churn correlation, % of users in high-risk segment, average time between last Defi action and CEX withdrawal (days), CEX Re-activation rate (%), Protocol loyalty index, Behavioural, Cluster Correlation rate (%), Bridge usage frequency per user (weekly/monthly) and CEX retention by archetype.  WHEN COMING BACK TO THINK ABOUT THIS – SEE CHATGPT TO UNDERSTAND KPIS/METRICS LABELLED. | |
| **Desired Outcomes:** | |
| **Benefits:** | **Potential Impediments:** |
| **Failure Ramification:** | **Unintended Consequences Ramifications:** |