

# OUTCOME CANVAS

Title:

Date:

Iteration:

## PERSPECTIVES

## OUTPUTS

### Business

What impact do we want this to have on our business?

This will be measured by...

### Customer

What customer problem do we want to solve? Which customer need do we want to meet? Who is it for (target group)?

This will be measured by...

The outcome can be achieved by...  
Experiment 1, Experiment 2, Experiment 3

### Brand & Communication

What is the story to tell? Write a tweet or short press release for the release of the feature.

This will be measured by...

### Technical

What technical areas do we want to improve in this feature?

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**DARESAY**

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## PERSPECTIVES

### Business

What impact do we want this to have on our business?

**We want 50% (from today's 12%) of our bank customers to start long term savings goal saving 10% of their yearly income.**

This will be measured by...

Measures customer with active savings. Trend analytics for savings as a part of the yearly income.

### Brand & Communication

What is the story to tell? Write a tweet or short press release for the release of the feature.

**"Secure your economy with us. Saving have never been more fun!"**

This will be measured by...

Number of new customers that chosen us due to our savings feature. Done in quantitative customer research.

### Customer

What customer problem do we want to solve? Which customer need do we want to meet? Who is it for (target group)?

**This to help them secure their long term economy and commit as customers for a long period of time.**

This will be measured by...

Measure how many customer that start savings. Create trend for how long customers have saved their money.

### Technical

What technical areas do we want to improve in this feature?

**Extract savings to standalone module. Implement new visual components to remove legact styling.**

This will be measured by...

Test coverage. Build times.

## OUTPUTS

The outcome can be achieved by...  
Experiment 1, Experiment 2, Experiment 3

**Experiment 1: New button on start page promoting savings goals.**

**Experiment 2: Educate customer in ISK fund savings through a mini game.**

**Experiment 3: Watch notification when reaching major progress in a goal.**

**DARESAY**