

Lean UX Canvas (v2)

Title of initiative:

Competing with digital-first banks

Date:

Iteration:

Business Problem

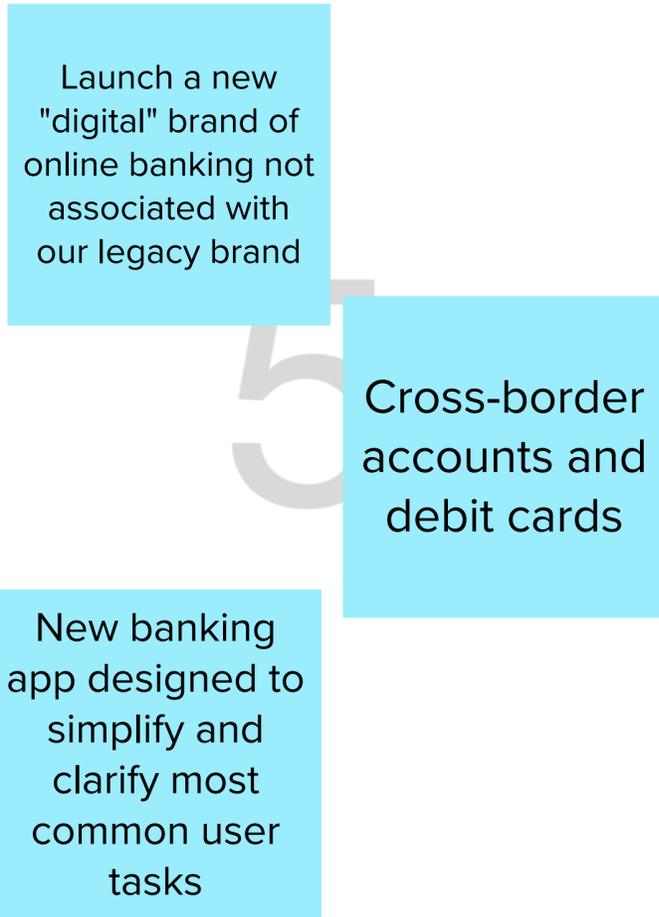
What problem are we trying to solve? (Hint: Consider delivery channels, market, and customer expectations.)

We invented online banking back in the 90's to provide access to newly digital-savvy customers as a means of retaining them. In the last 25 years online banking has enabled smaller, nimbler and more tech-savvy competitors to compete with us. Our digital banking offerings have not kept up. This is causing us to lose customers at an alarming rate (~7%/quarter).

How might we reinvent our online banking products so they exceed our customers' expectations retaining them for longer (7.2 yrs/customer average) and attracting new customers (15% YoY increase)?

Solutions

What can we make that will solve our business problem and meet the needs of our customers at the same time? List product, feature, or enhancement ideas here.



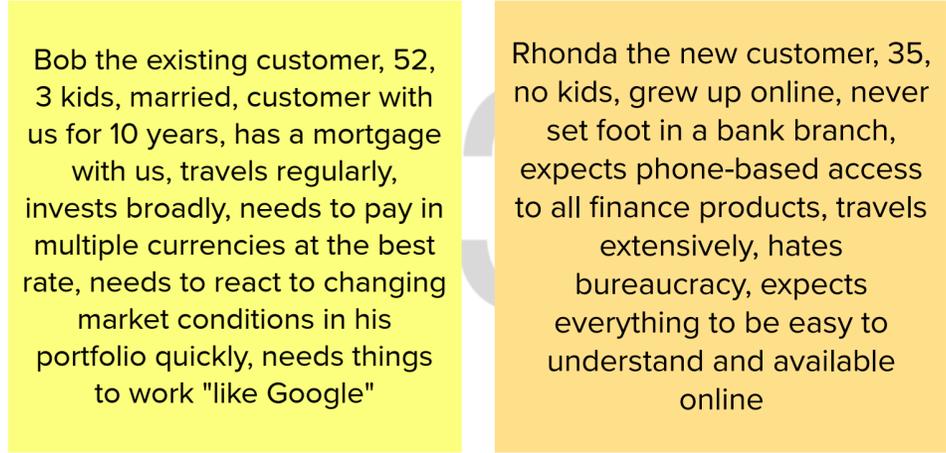
Business Outcomes

How will you know you solved the business problem? What will you measure? (Hint: What will people/users be doing differently if your solutions work? Consider metrics that indicate customer success like average order value, time on site, and retention rate.)



Users

What types (i.e., personas) of users and customers should you focus on first? (Hint: Who buys your product or service? Who uses it? Who configures it? Etc)



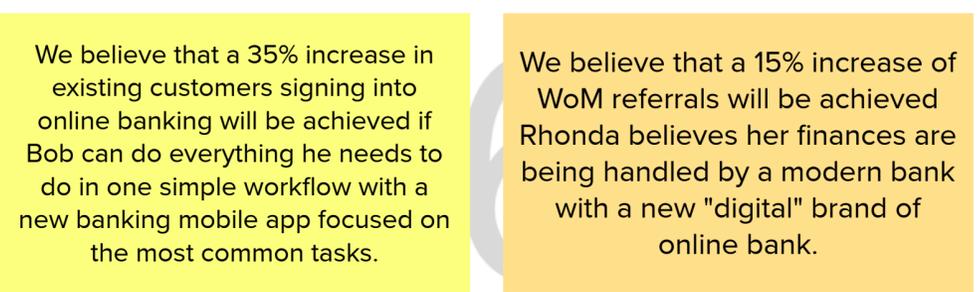
User Outcomes & Benefits

Why would your users seek out your product or service? What benefit would they gain from using it? What behavior change can we observe that tells us they've achieved their goal? (Hint: Save money, get a promotion, spend more time with family)



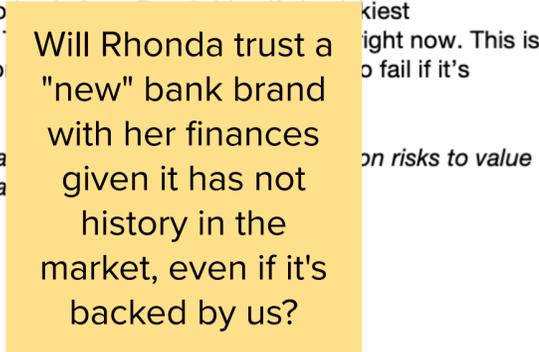
Hypotheses

Combine the assumptions from 2, 3, 4 & 5 into the following hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]." (Hint: Each hypothesis should focus on one feature only.)



What's the most important thing we need to learn first?

For each hypothesis, identify the riskiest assumption. List the assumption that is the riskiest to be wrong. (Hint: In the early stages, focus on risks to value)



What's the least amount of work we need to do to learn the next most important thing?

Design experiments to learn as fast as you can whether your riskiest assumption is true or not.

