

Qualitative Ideation Canvas

Objective

Defining a digital user experience by brainstorming possible functionalities actionable in short (MVP) and long term (ideal experience) and defining a user experience

Instructions

1. Brainstorm functionalities.
2. Analyze with the team and divide functionalities in MVP or ideal experience, depending if they're actionable in short or long term.
3. With functionalities in mind, define an ideal customer journey.

<p>Functionalities Brainstorm </p>	<p>MVP Functionalities </p>	<p>Ideal Experience Functionalities </p>
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Ideal Customer Journey

<p>01. Name of the stage</p> <p>Enter the customer's main activities, when acquiring or interacting with your product or service.</p>	<p>02. Name of the stage</p> <p>Enter the customer's main activities, when acquiring or interacting with your product or service.</p>	<p>03. Name of the stage</p> <p>Enter the customer's main activities, when acquiring or interacting with your product or service.</p>
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