

KEI — Key Experience Indicators Canvas

This canvas will help you to measure your customer's experience with clarity and focus. It will align your actions to your strategy, and help you to establish a cause-and-effect relation between the actions your team should be taking, and your desired outcomes.

The Company Strategy

This is not a metric. It's a principle, or a long-term objective that helps you to keep on the right track. It is here to remind you of where you are going, and to keep all other fields in check.



Your Value Proposition

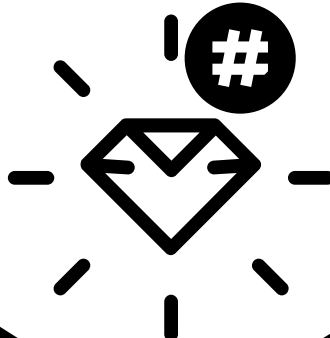
This is not a metric. This is the experience of your customers. It is what your **very best customers** love **the most** about your business. *Alternatively, this is the benefit that the customers you want to bring in are looking for (or finding somewhere else).*

An example
Fashion that people are proud of wearing
More energy and fitness
The safest factory to work in

The Value Metric

Now, turn the thing they love the most about you into something you can measure. Remember, you are about to measure an experience, so a proxy works the best.

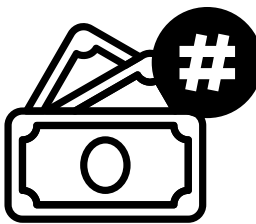
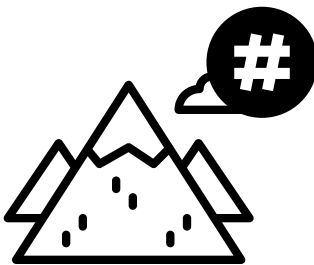
An example
Number of Instagram posts displaying our brand
Cholesterol levels, body measurements
Number of safety helmets used on premises



The Effort Metric

This is your internal action. This is what you need to do everyday, internally, to keep creating those winning experiences.

An example
Number of premium brands available on shelves
Number of calories consumed per day
Number of hours of safety training



The Output Metric

This an easy one: the goals, or desired outcomes.

An example
Revenue of the shop, in euros
Kilograms lost with the diet
Number of accidents