

Your KPIs are what connects your design work to the business. They are able to align teams accross the entire organisation towards common objectives and goals.

Note that this canvas does not generate ideas on how to create ACTIONS. Instead, it helps to frame your actions into your strategy, and to thoroughly measure the success of any action you decide to implement.

HIGH-LEVEL STRATEGY: OBJECTIVES / DESIRABLE OUTCOMES

This comes from a higher level. They are your DESIRABLE OUTCOMES, and are defined by your strategy. Find those before continuing:

**Why does this whole service/business exist?**

Keep it D.U.M.B. Doable, Understandable, Manageable, Beneficial.

Ex.

- "Sell stuff"
- "Offer great courses"
- "To be the pioneer drone company"
- "To be the most cherished brand of liquor in Northern Europe".

GOALS

Concrete actions that support the strategy in everyday life.  
**Decrease X, Increase Y, Improve Z.**

Ex.

- "Increase direct sales"
- "Increase whitepapers download"
- "Improve usability of the website".

KPIs

LEADING INDICATORS

LAGGING INDICATORS

These are the most important indicators you need to focus on. They are INPUT based, not output based. They measure the actions that may generate growth. **They are easy to state, but hard to measure.**

Ex.

- "Number of people using safety helmets"
- "Calories eaten per day during diet"
- "Hours of team training"
- "Level of friction in the UX"
- "Number of tested Value Propositions"

These are OUTPUT oriented, and they are the metric that tell you achieved your goal.

Ex.

- "Number of accidents on construction site"
- "My weight during the diet"
- "Time spent on Customer Service"
- "Purchase rate level"
- "Bounce rate of the website"

TARGETS

Real numbers attached to your KPIs, in a given timeframe.

Ex.

On the next 06 months...

- €30 per order, on average
- 10 whitepaper downloads per day
- 50 calls per month
- 100K on product sales