The Human-centered Strategy Canvas

Including the explanation of its elements
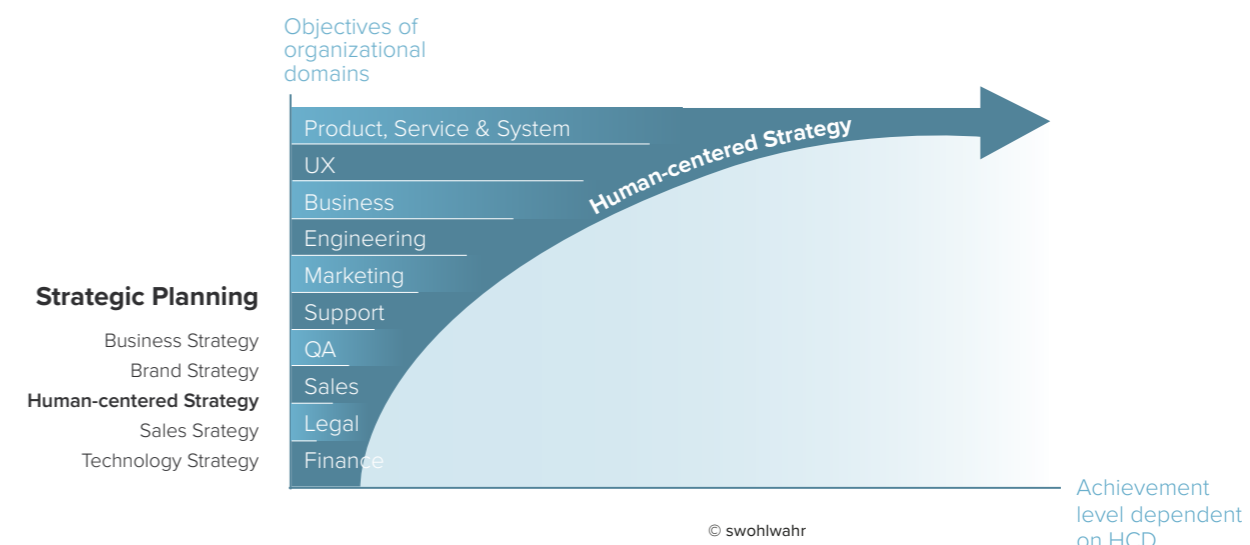
2023

The Human-centered Strategy Canvas

The human-centered business model for modern companies and those who want to become one!

The Business Model Canvas has established itself as a method to visualize the business-relevant aspects of a business model, a project or an innovation. However, one important aspect is missing.

Unfortunately, this picture becomes blurred when it comes to the details that are crucial for the acceptance and success of a project: The user and the added value to the user from the user's perspective.

For this purpose, this canvas focuses on the added value and the impact on the UX, through human-centered design, for the project and the company.

„Strategy without process is little more than a wish list."

Robert Filek

Objectives of organizational domains

Product, Service & System
UX
Business
Engineering
Marketing
Support
QA
Sales
Legal
Finance

Human-centered Strategy

Strategic Planning
Business Strategy
Brand Strategy
Human-centered Strategy
Sales Srategy
Technology Strategy

Achievement level dependent on HCD

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Performance in different phases of the business

For existing systems, processes, and organizations, the Canvas is appropriate to:

- analyze the maturity and compliance of an organization with respect to human-centered design

- form the basis for a SWOT analysis

- identify the relationships of the various stakeholders

- direct the discussion to internal and external information and data

- to provide a holistic view of UX and Human-centered Design in an organization.

For planned endeavours, products, processes, systems, or services, the Canvas provides:

- a simple means to better outline the project

- a basis for a SWOT analysis of the project

- verifiable metrics and criteria for quality in usability, UX and human-centered design, instead of „fairy tale" KPIs for a general scorecard

- the bridge to the consideration of internal and external data, information and competition

The Human-centered Strategy Canvas

Context of use   Date   Version   Company Name

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Essential Partners	Essential Activities	Value Proposition *for Users*	Internal *User* Relationship	Internal *User* Segments
			External *User* Relationship	
	Essential Resources		Channels to *User*s	External *User* Segments

| Cost Structure | *Verification & Validation* | *HCD KPIs / Objectives* | *HCD ROI* |

Based on:
Osterwalder, Pigneur & al. 2010, quoted as in
https://en.wikipedia.org/wiki/Business_Model_Canvas

Elements of the Human-centered Strategy Canvas

Essential Partners

Describes the network of vendors and partners that are essential to delivering value propositions to the user.

Essential Activities

Describes the essential activities that enable the delivery of value propositions to the user.

Essential Resources

Describes the essential resources required to deliver value propositions to the user.

Value Proposition *for Users*

Describes the specific value proposition of the product, system, or service to the user group.

Internal & External *User* Relationship

Describes the type of relationships established with internal and external user groups.

Internal & External *User* Segments

Definition of the user groups to be addressed or served.

Channels to *Users*

Describes how user segments are reached to communicate value propositions to their respective user groups.

Verification & Validation

Provides objective evidence that the value proposition is indeed a value proposition to users.

HCD KPIs / Objectives

Describes the key performance indicators that show how effectively and efficiently the human-centered work is being done in the project.

HCD ROI

Indicates the indirect and/or direct value created by human-centered design.

Cost Structure

Describes all expenses required to deliver value propositions to users.

Efficiency

Value

Evidence

Human-centered, sustainable
and ethical strategy
in Munich and Vienna