

Future state vision

Canvases to print out, project, or screenshare during activities



Envision future state, v2 • Last edited October 20, 2019

Created to support collaborative strategy for product, service, and experience design

For more information, visit <https://pxd.gd/strategy/future-vision>

Current state issues

Goal

Work together to identify as many issues as possible in the current state.

Instructions

1. Working together, brainstorm as many issues as possible that exist now.
2. (Optional) Working together, group by similarity.



Current state successes

Goal

Work together to identify successful features, processes, and outcomes in the current state.

Instructions

1. Working together, brainstorm as many successes as possible that exist now.
2. (Optional) Working together, group by similarity.



Future state vision and metrics

Goal

Imagine what people do in the future after this project or product has been successful.

Instructions

1. Working together, brainstorm what people do in the future.
2. Use the format: [User] will [task].
3. Identify a metric that measures each user behavior.



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Future state vision

Framing material to introduce, explain, and display during activities



Future state vision

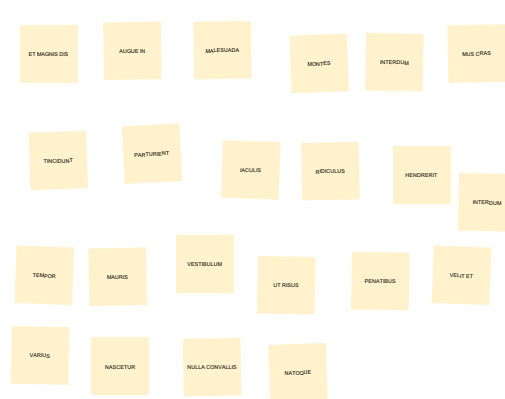
We want to understand the current state, imagine what a successful future looks like, and how we can measure it.

1. Issues



Brainstorm problems that exist in current state

2. Successes



Brainstorm successes that exist in current state

3. Future



Generate stories about what people do in a successful future

4. Metrics



Identify metrics that measure the behavior in future state stories



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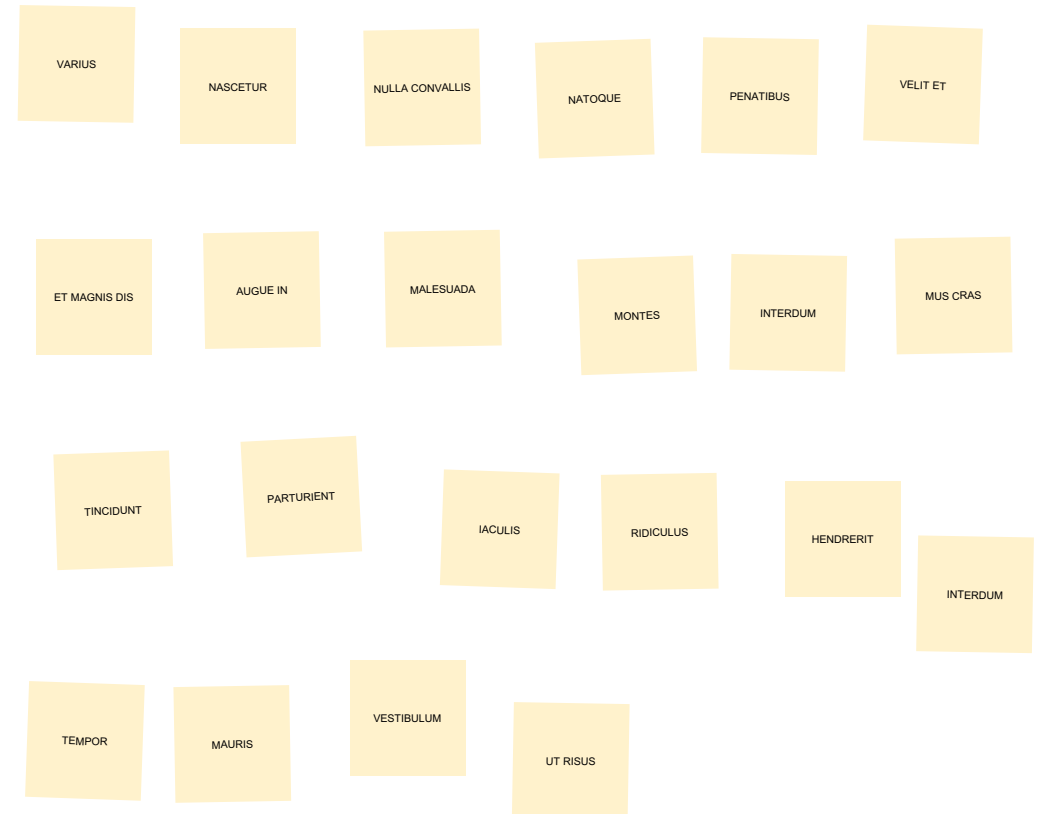
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1. Generate issues that exist in current state

Working together, we will brainstorm a list of problems that exist in the current state, so we can understand what needs fixing.

- Work together and brainstorm list of issues
- Can be things that are broken, inefficient, difficult, or frustrating
- Can be issues that inhibit change, evolution, or customization
- (Optional) Group issues by similarity to identify themes



Brainstorm problems that exist in current state



2. Generate successes from current state

Working together, we will brainstorm a list of successful features, processes, and outcomes the current state supports, so we can understand what we want to carry forward.

- Work together and brainstorm list of successes
- Can be features that help users complete tasks
- Can be outcomes that help other people like customers, bosses, or executives
- (Optional) Group issues by similarity to identify themes



Brainstorm successes that exist in current state



3. Generate concrete visions of the future

Now that we understand issues and successes in the current state, let's imagine how a successful future looks.

- Describe what people do if the product is successful
- Must be legal and feasible with today's technology
- Use the format: [User] will [task]
- Did we account for appropriate current state issues and successes?
- What if we created a product from scratch?



Generate stories about what people do in a successful future



4. Identify metrics to measure success

Now that we understand what users do in a successful future, let's identify metrics that measure those behaviors.

- For each future state vision, identify one or metrics that measure that behavior
- Metric does not need to exist now
- Specify whether the metric should move up, down, or stay the same
- Identify where you can get data (for metrics that don't exist, what other data can you use?)



Identify metrics that measure the behavior in future state stories



What we accomplished

We examined what does and doesn't work in the current state, and defined what success looks like and how we will measure it.

Started with



A list of current state issues and successes

Ended with



A list of future state behaviors and metrics to measure success

