

# Website design Canvas

Title:

Date:

Iteration:

**Users & Customers**  
 What types of users and customers will (you want to) use the website?  
 Look for differences in user's goals or uses that would affect their use of the website. Separate users and customers into different target-groups in line with our overall strategy.

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**Problems**  
 What problems do prospective users and customers experience that your website needs to address?  
 What needs, goals, or jobs-to-be-done should your website address?

1

**Solutions Today**  
 How do users address their problems today?  
 List competitive products or work-around approaches your users have for meeting their needs.

2

**Solution ideas**  
 Describe the features, functions, types of information and interactions your website will have.

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**How will users use your website?**  
 If your target audience visits your website, what will they do differently as a consequence? And, how will that benefit them?

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**Adoption Strategy**  
 How will customers and users discover and adopt your website? How will bring the new website to their attention?

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**User Benefits & Metrics**  
 What specific user behaviors can you measure that will indicate they try, adopt, use, and place value in your website? When is your website a success?

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**Business Challenges**  
 What will happen to your business if you do not address the challenges your current users/customers face today? If you don't solve these problems for your customers and users, will it hurt your business? If so, how?

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**Budget**  
 1. What might it cost your organization if you don't create this website?  
 2. What might your organization earn or save if you do?  
 3. Given that, what would your organization budget to create this website?

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**Business Benefits & Metrics**  
 What business performance metrics will be affected by the success of your website? What changes do you want to see in their interaction with your organization?. When is your website a success?

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