PRODUCT & DESIGN GOALS

(based on chapter 5 of *"How to Make Sense of Any Mess"* by Abby Covert)

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

@Aureliuslab   @zacknaylor

If we solve the **wrong problem** , on time and on budget, **it doesn't matter**

3 parts to a goal

1. Statement:

Statement of your goal or intention

3 parts to a goal

2. Success Indicators:

What we will see, hear or feel if we're meeting that goal

3 parts to a goal

3. Metrics:

How you plan to measure success

Zack Naylor

CEO, co-founder

Aurelius

www.aureliuslab.com

@AureliusLab

"Excellent **goals** provide **definition** for what a **good design** or **product decisions** is"

WHY DOES THIS MATTER?

Kill politics

Solve the right problems

"**Goals** should convey our **intentions** in a way that **explains the expected benefit** to both our **company** and our customers"

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3 parts to a goal

1. Statement:

Statement of your goal
or intention

"Encourage more people to sign up for our free trial"

PRODUCT AND DESIGN GOAL STATEMENTS SHOULD NOT BE…

❌ a statement to "increase" or "improve" a specific metric

❌ business-level profitability targets

❌ prescriptive of a specific solution or action

3 parts to a goal

2. Success Indicators:

Statement of your goal or intention

More visitors to the free trial sign up page

More people filling out the free trial sign up form

SUCCESS INDICATORS HELP US...

give deeper, detailed definition to a goal statement

focus research questions and form key insights

concentrate decisions and efforts on the right problems

Clear **goals** allow people to **make the connection** between your **decisions** and **recommendations** and the **desired outcome**

3 parts to a goal

3. Metrics:

How you plan to measure success

More visitors to the free trial sign up page

Page Count

Unique Views

More people filling out the free trial sign up form

Form Submissions

Metrics
should *measure* a
success indicator,
which *signals progress*
toward your
goal(s)

Metrics

should measure ──────────────────────────► Page Count
                                             Unique Views

a success indicator,

which signals progress ─────────────────► *More visitors to the free trial sign up page*

toward your

goal(s)

web:	**www.aureliuslab.com**
twitter:	**@AureliusLab**
instagram:	**aureliuslab**
facebook:	**facebook.com/aureliuslab**
email:	**contact@aureliuslab.com**