PRODUCT & DESIGN GOALS

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

@Aureliuslab    @zacknaylor
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 a success indicator, which signals progress toward your goal(s).
web:  www.aureliuslab.com

twitter:  @AureliusLab

instagram:  aureliuslab

facebook:  facebook.com/aureliuslab

email:  contact@aureliuslab.com