Design thinking nel digital marketing

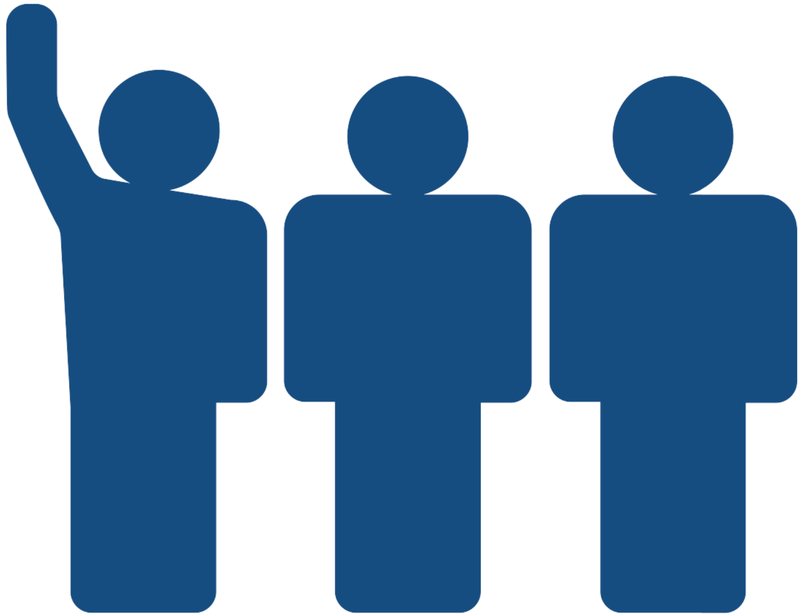
Modelli e canvas per costruire le tue strategie data driven

William Sbarzaglia
Digital Strategist & Data Scientist

STUDIOSAMO®

Design thinking?

A. non so cosa sia
B. ne ho sentito parlare
C. conosco la teoria ma non l'ho mai applicato
D. utilizzo tecnica in vari ambiti

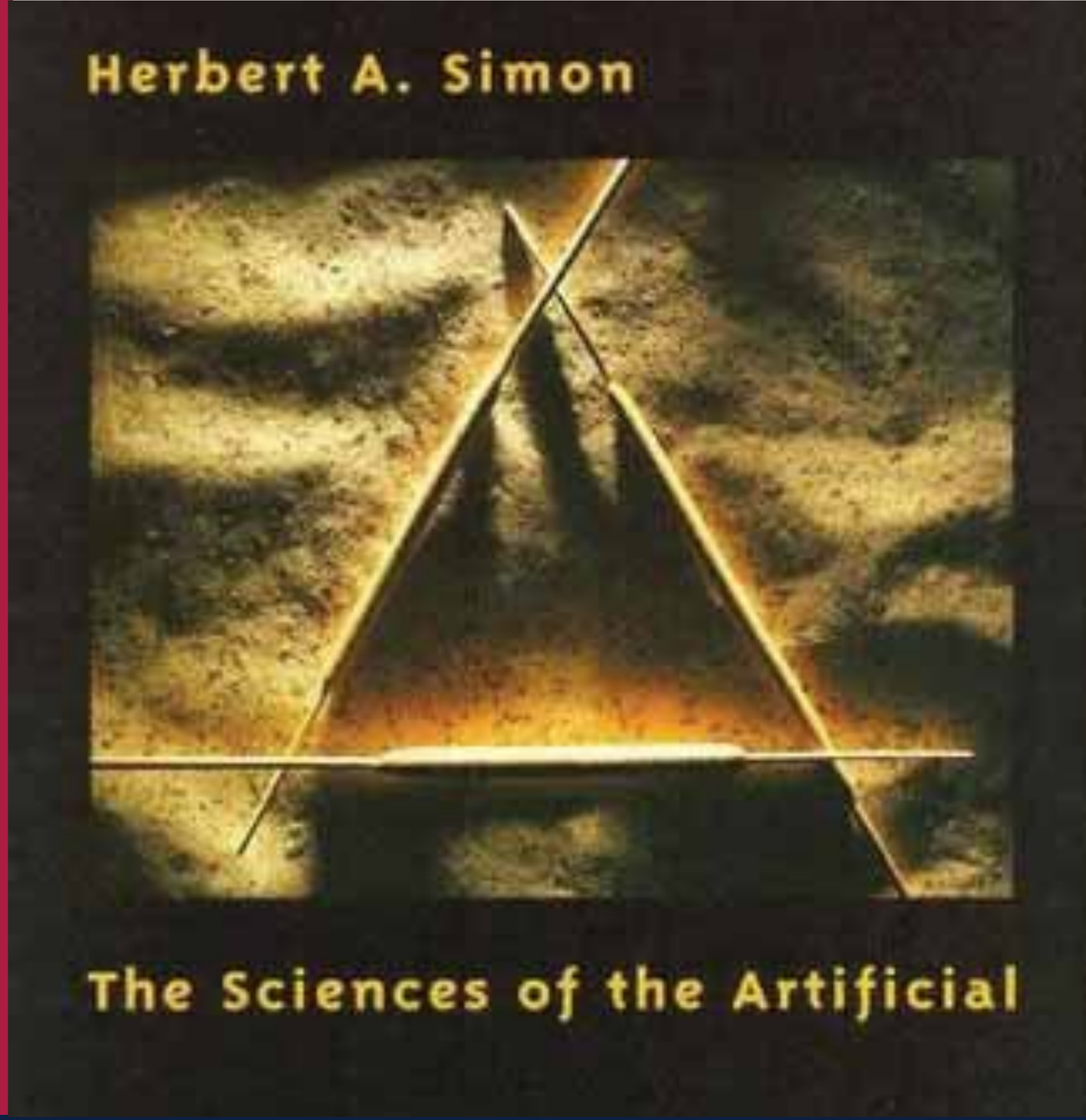


Design thinking

Il design thinking è un approccio, un processo creativo strutturato focalizzato sulla soluzione, sul risultato.

Chi lo ha inventato?

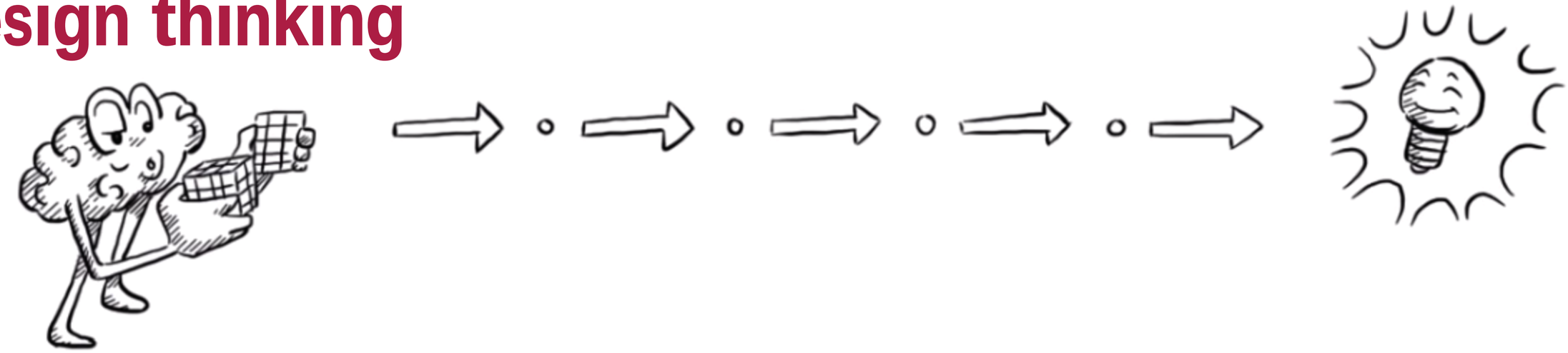
Herbert Alexander Simon



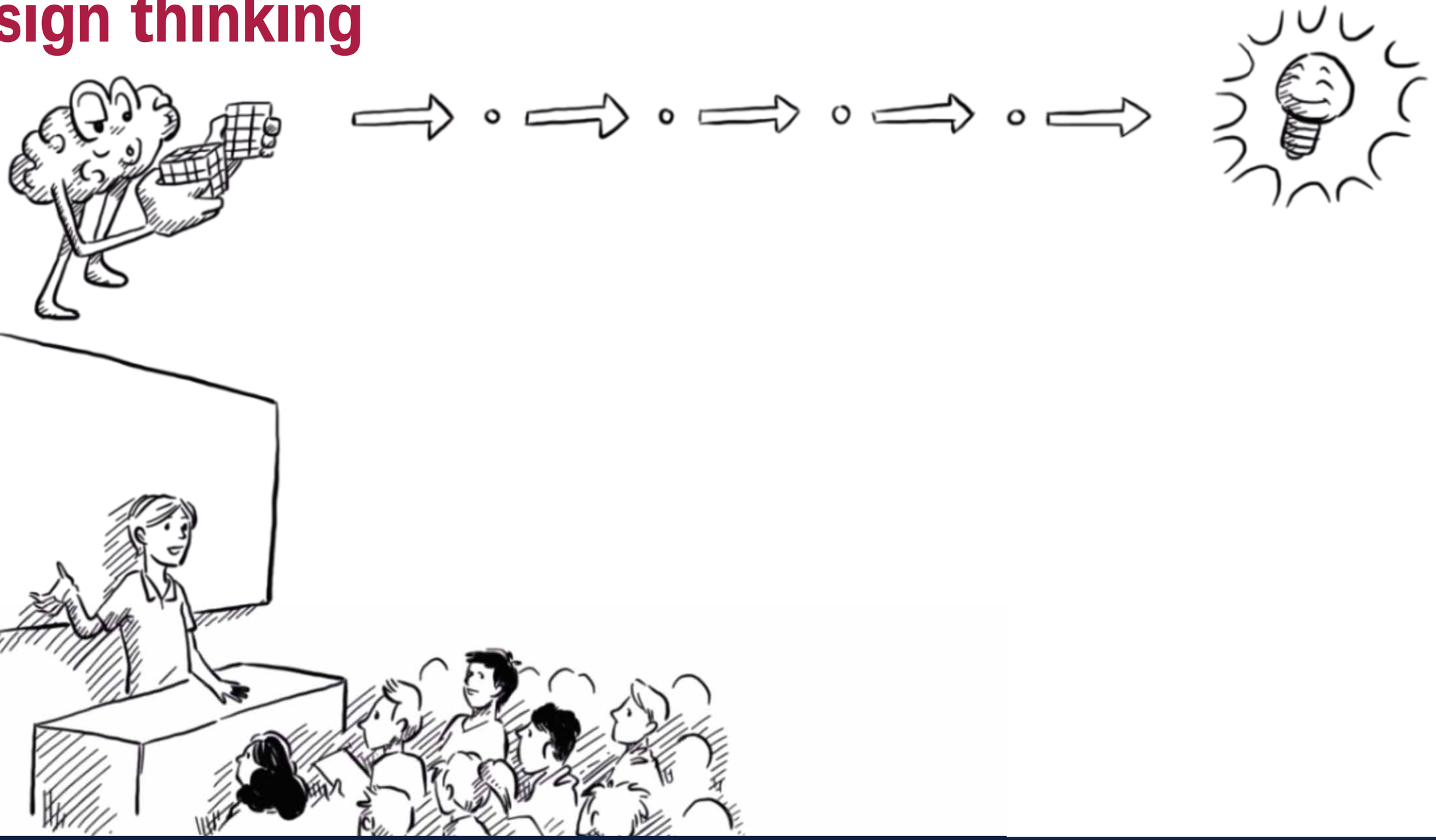
> The world you perceive is drastically simplified model of the real world.

Herbert Alexander Simon

Design thinking



Design thinking



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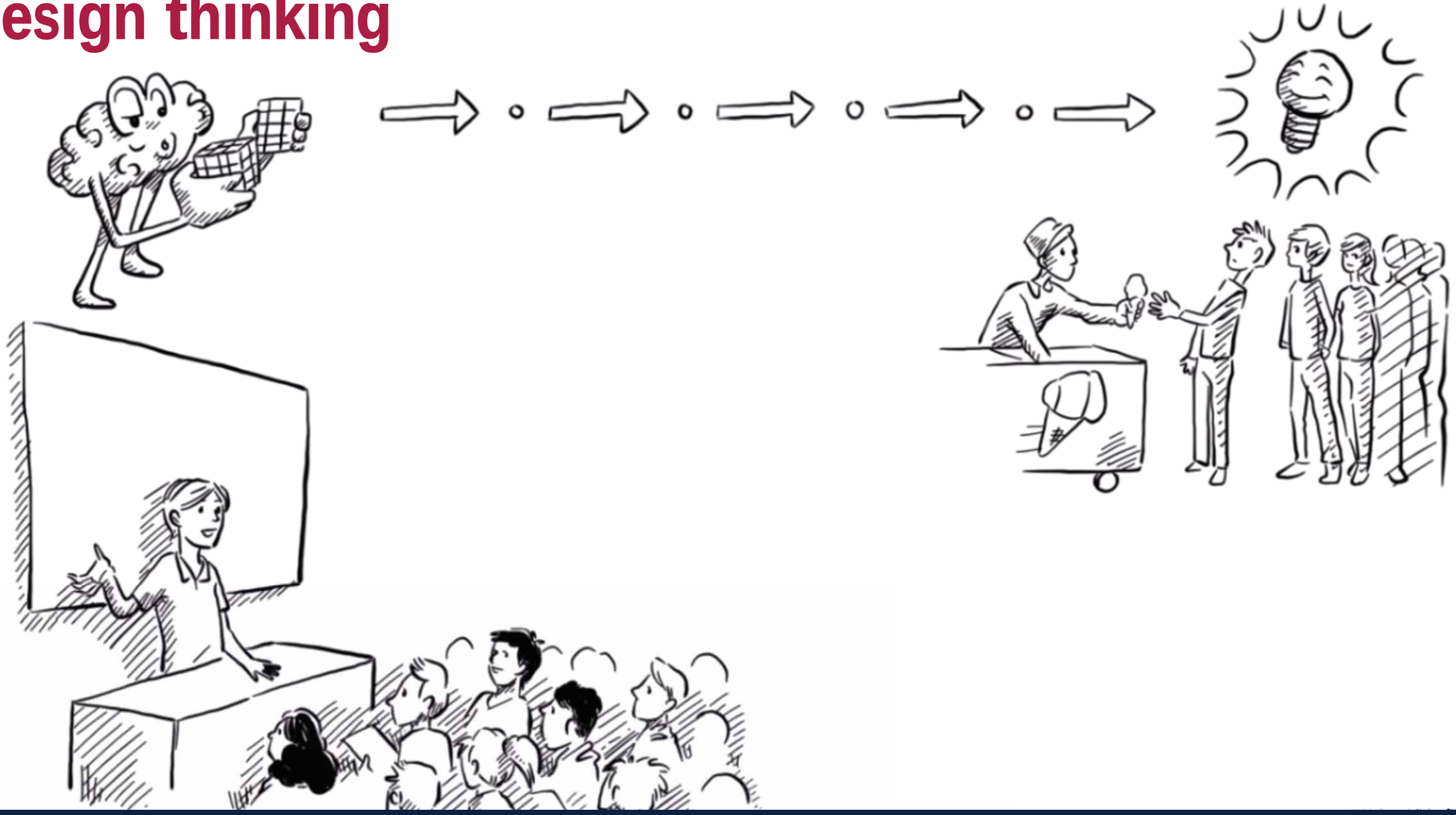
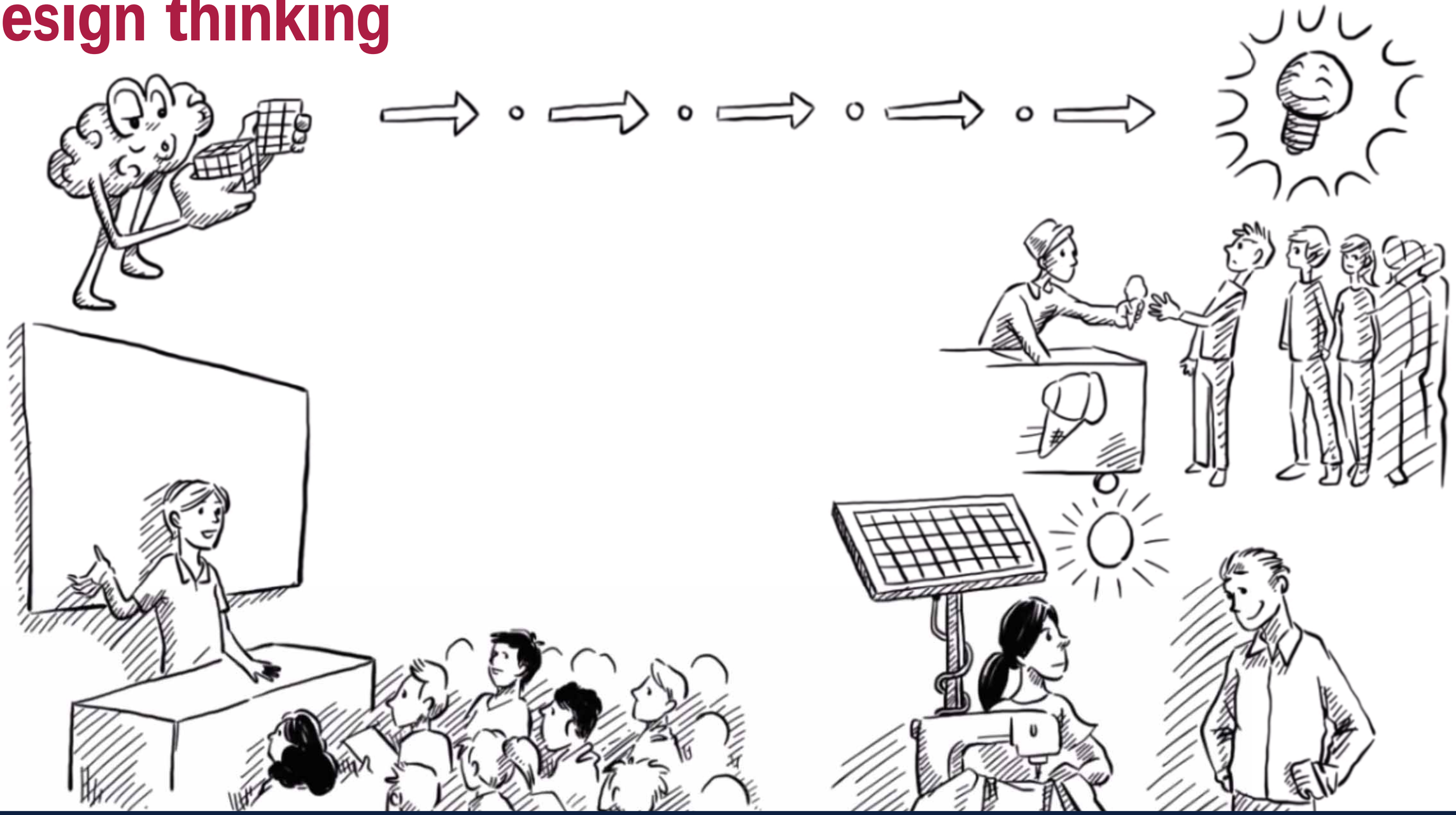
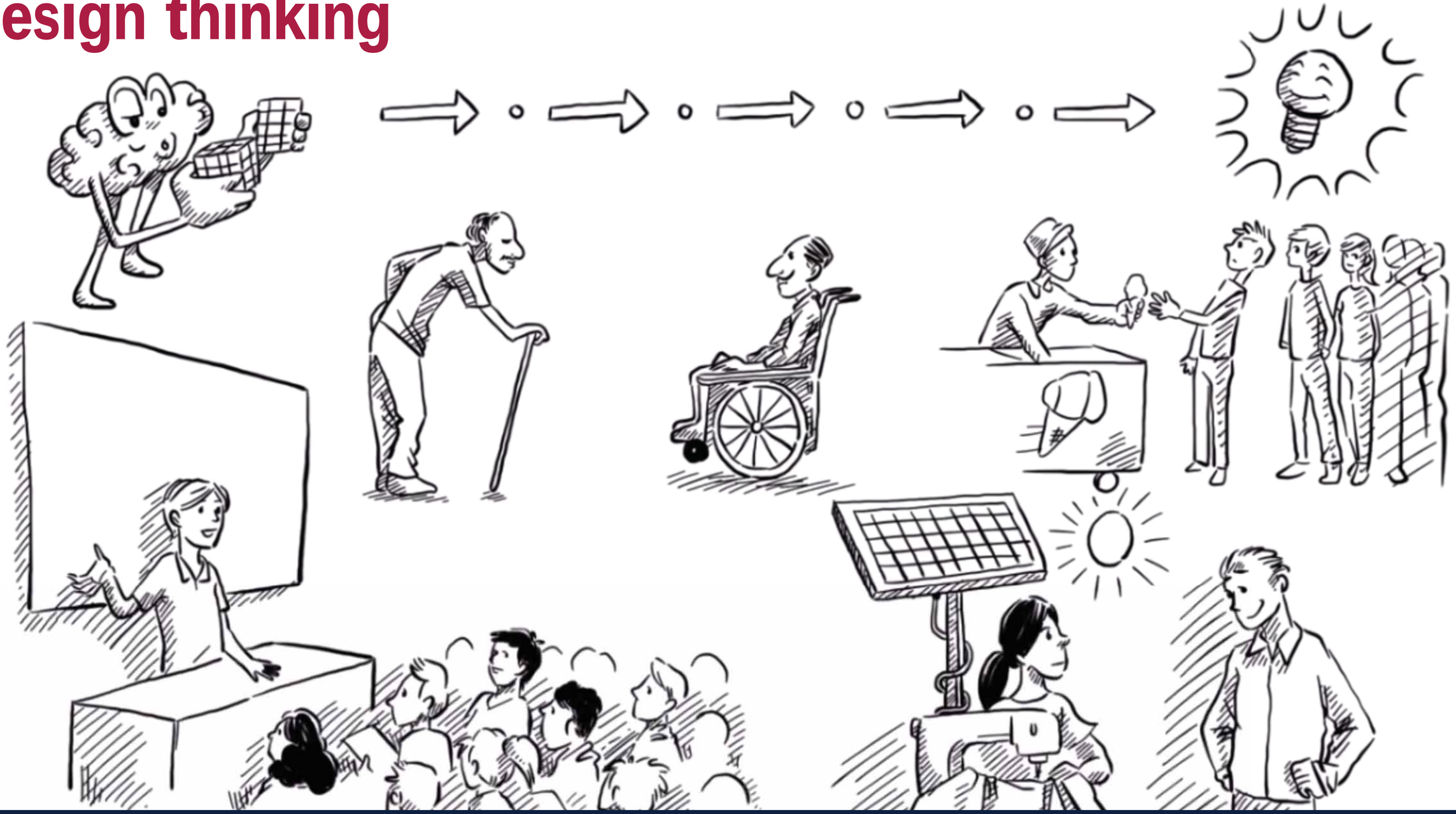


Design thinking



Design thinking



Design Sprints

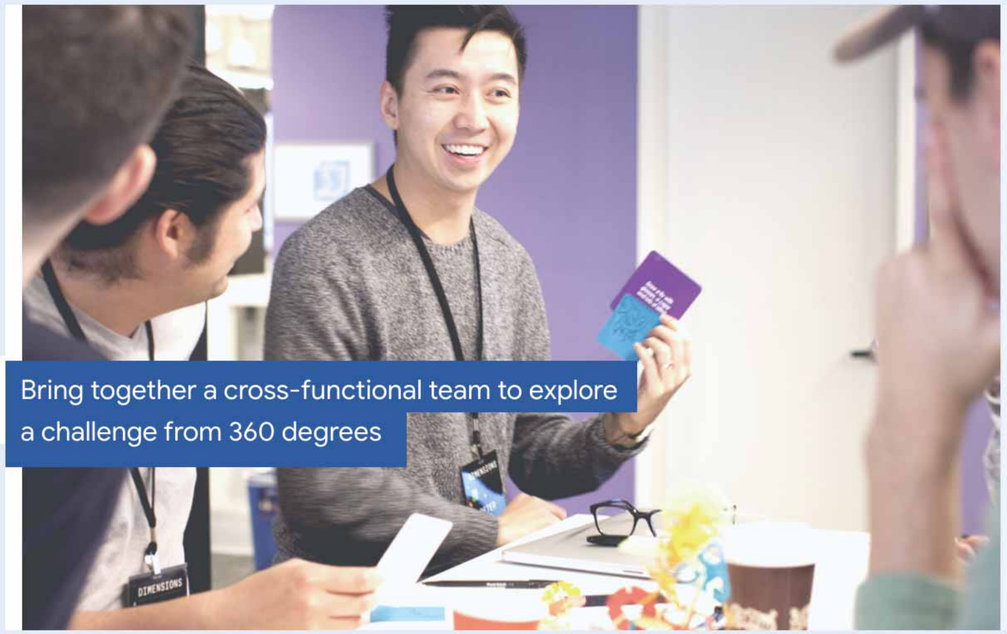
Introduction | Planning | Methodology | Resources | Community

Google

- What is a Design Sprint
- Case Studies
- FAQs

Transform the way your team works

- Collaborate
- Innovate
- Accelerate



How to Use This Kit

The Design Sprint Kit is an open-source resource for design leaders, product owners, developers or anyone who is learning about or running Design Sprints. Whether you are new to Design Sprints and gaining buy in for your first Sprint, or an experienced Sprint facilitator looking for new methods, this site will help you learn, plan, and contribute to the Design Sprint Methodology.

Sprint Methodology
Learn about Design Sprints

Planning Overview
Plan Your Next Design Sprint

Methods & Recipes
Contribute to the Kit

https://designsprintkit.withgoogle.com/introduction/overview

Methodology Overview

Phase 1: Understand

- How Might We
- Lightning Talks
- HMW Sharing and Affinity Mapping
- HMW Voting
- Experience Mapping
- User Interviews
- Empathy Building Exercises
- User Journey Mapping
- The Iceberg Canvas

Phase 2: Define

Phase 3: Sketch

Phase 4: Decide

Phase 5: Prototype

Phase 6: Validate

All Understand Methods

Phase 1: Understand

How Might We

Core Method
Collected by Google

Phase 1: Understand

Lightning Talk

Core Method
Collected by Google

Phase 1: Understand

HMW Sharing and Affinity Mapping

Core Method
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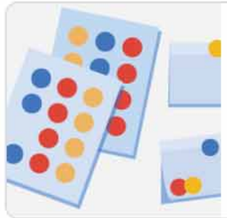
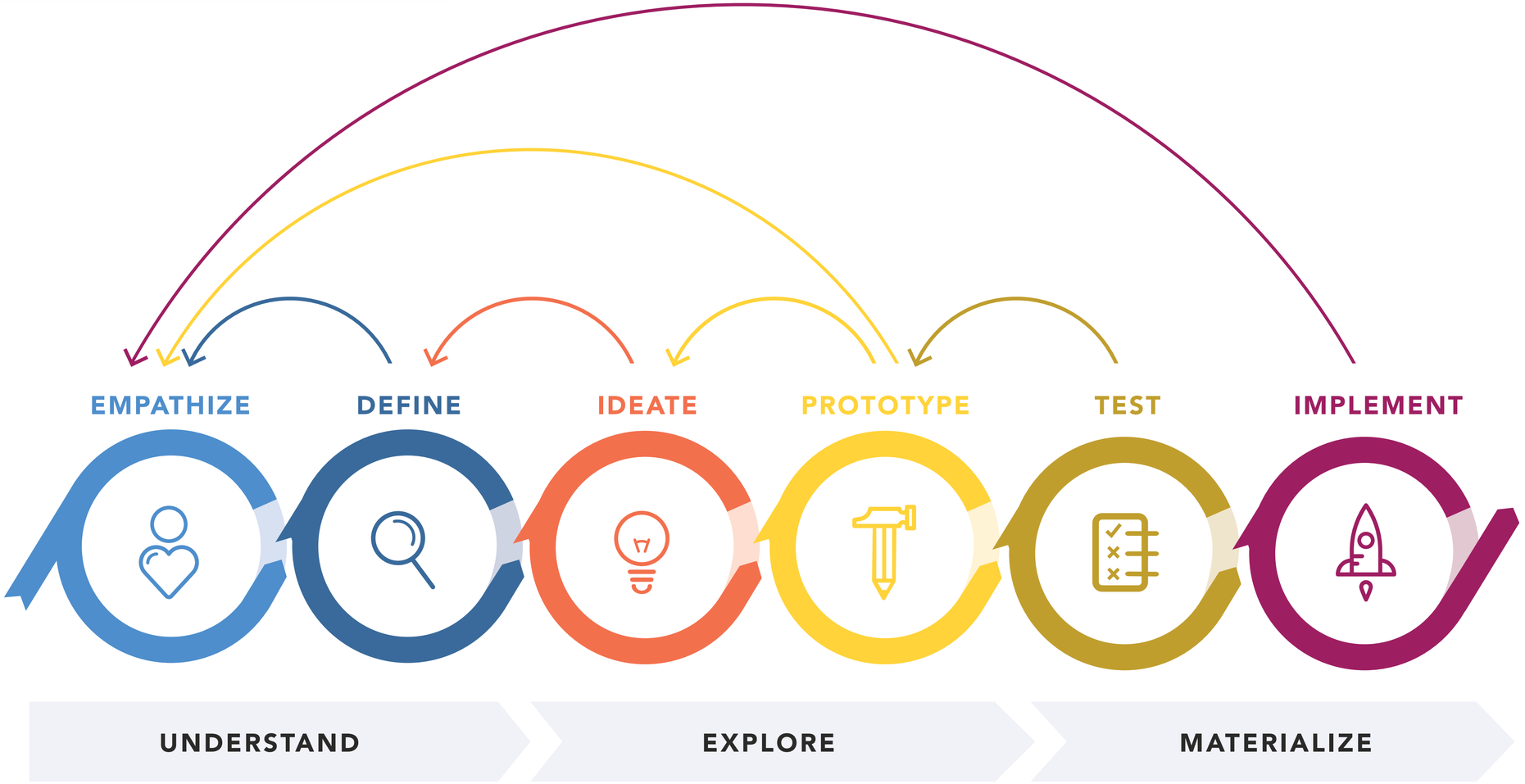


Phase 1: Understand

HMW Voting

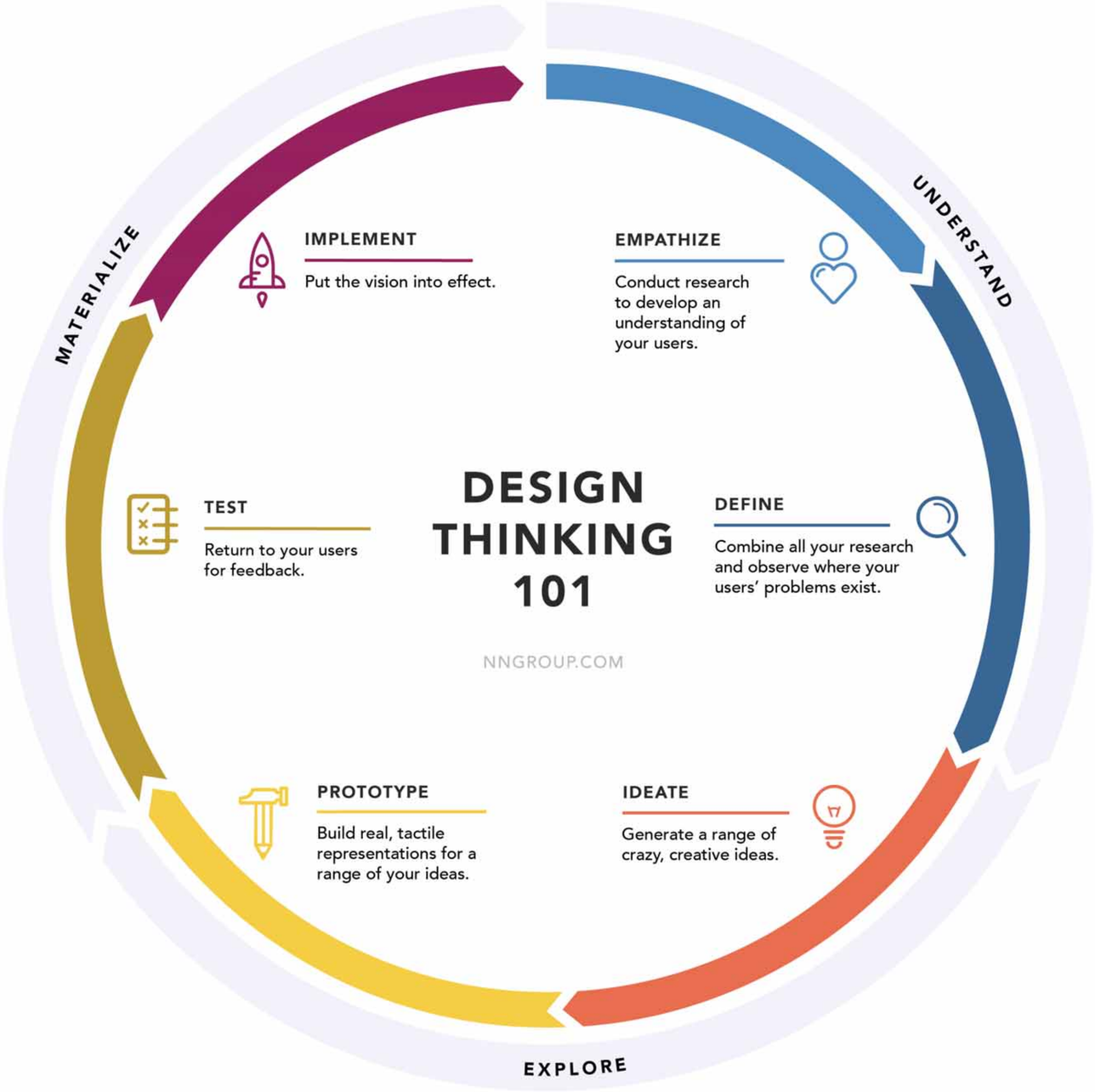
Core Method
Collected by Google

NN/g Nielsen Norman Group



DESIGN THINKING 101 NNGROUP.COM NN/g

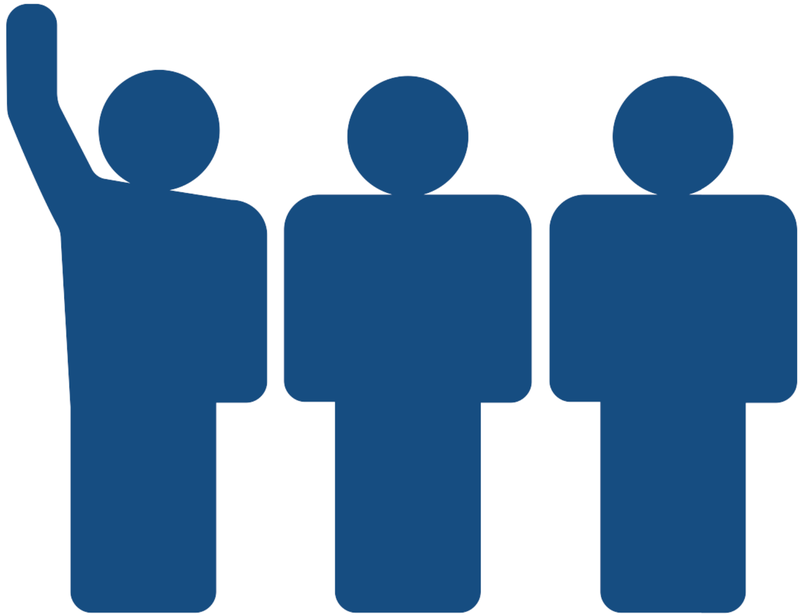
https://www.nngroup.com/articles/design-thinking/



https://www.nngroup.com/articles/design-thinking/

Empatia

A. è un sinonimo di simpatia?
B. avere qualcosa in comune con l'altra persona?
C. andare d'accordo con l'altra persona?
D. non approvare necessariamente il pensiero dell'altra persona



Empathy

SYMPATHY

implica l’andare d’accordo e condividere gli stessi valori della persona che abbiamo di fronte

Empathy

L’empatia è un atteggiamento comunicativo che ci permette di abbracciare tutte le interazioni interpersonali, indipendentemente dalle persone che ci stanno davanti, dal fatto di essere o meno d’accordo o di simpatizzare con loro.

SYMPATHY

implica l’andare d’accordo e condividere gli stessi valori della persona che abbiamo di fronte

L’empatia

Sviluppare l’empatia, ovvero la capacità di mettersi nei panni degli altri e pensare come loro. L’empatia è una delle facoltà principali per sviluppare la famosa intelligenza emotiva.

L’empatia

Theresa Wiseman è una studiosa che ha rilevato in quali professioni l’empatia è fondamentale.
4 qualità dell’empatia che la contraddistinguono

4 qualità contraddistinguono l’empatia

Theresa Wiseman

1. Assunzione di prospettiva

capacità di guardare dal punto di vista dell’altra persona, o riconoscere la prospettiva come la loro verità.

4 qualità contraddistinguono l’empatia

Theresa Wiseman

1. Assunzione di prospettiva

2. Non giudicare

4 qualità contraddistinguono l’empatia

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1. Assunzione di prospettiva

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3. Riconoscere le emozioni nelle altre persone

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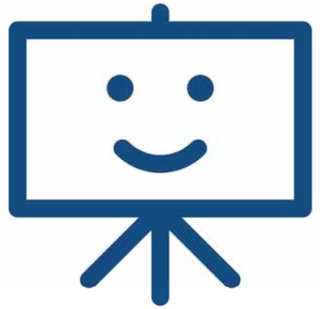
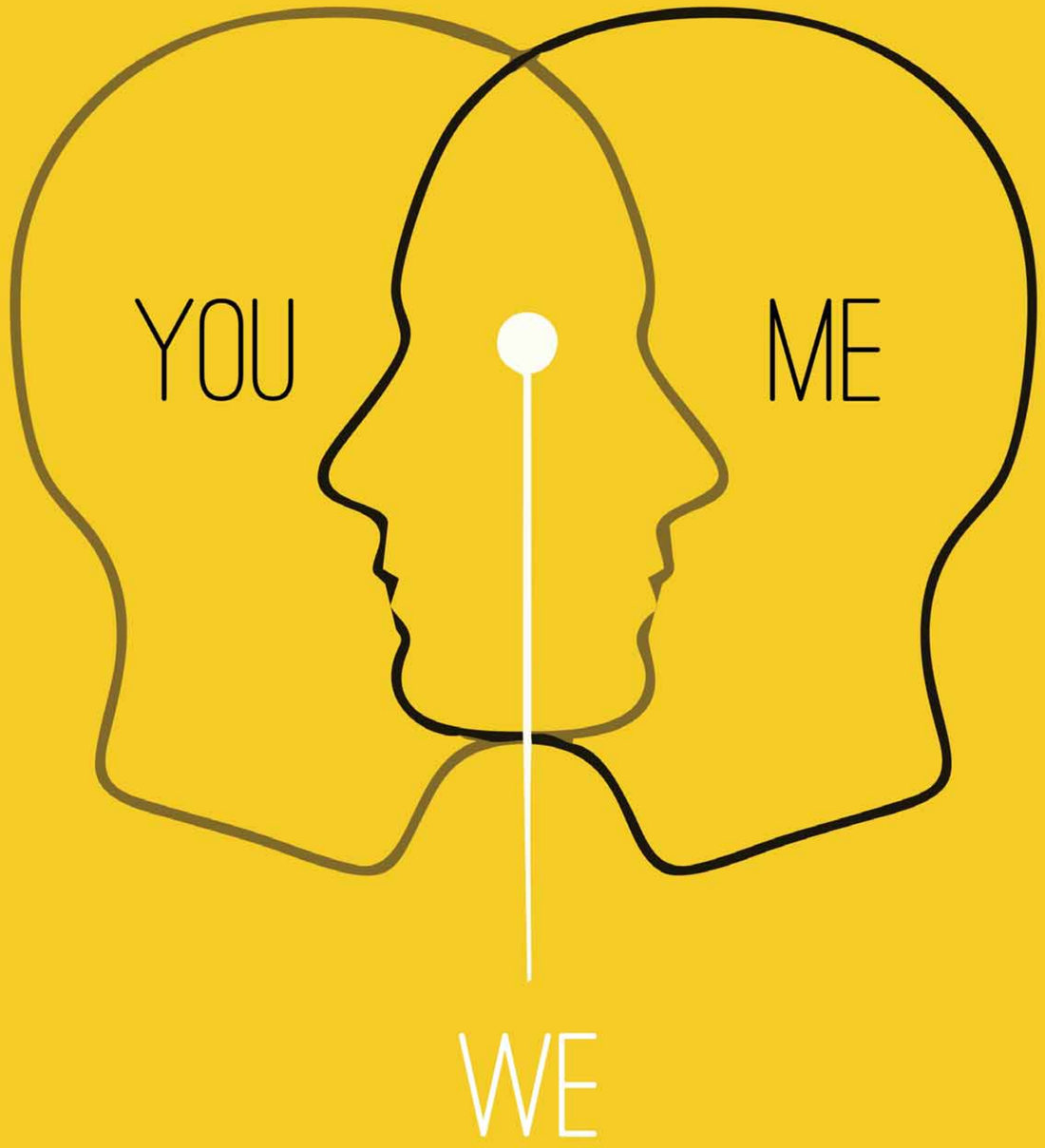


4. Saper comunicare le emozioni

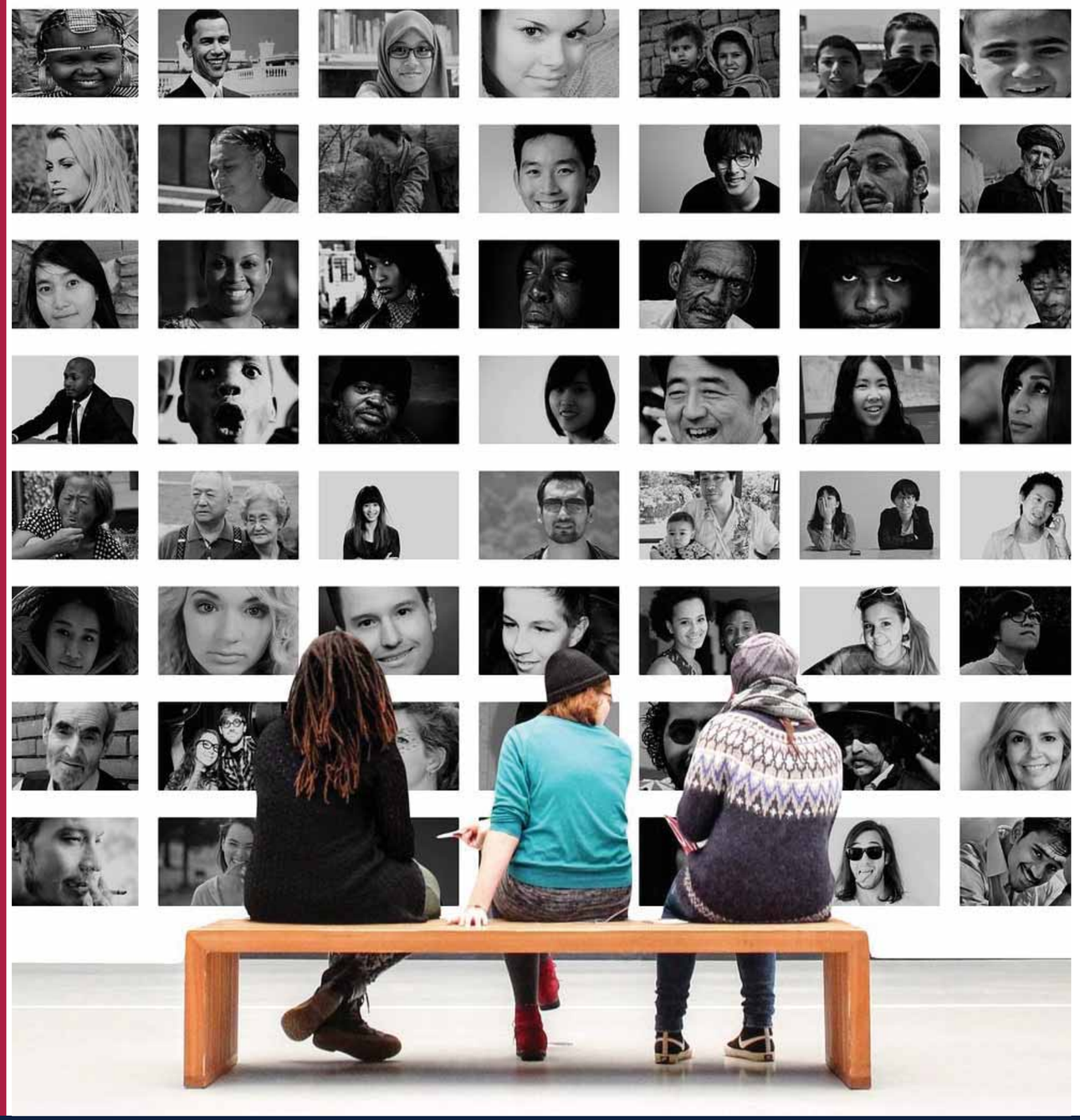
Empathy is feeling WITH people



https://www.youtube.com/watch?time_continue=161&v=1Evwgu369Jw&feature=emb_logo

L’empatia nel marketing

- da visione di prodotto ad una visione di cliente
- fondamentale imparare a conoscere i nostri utenti
- costruire le buyer personas con dati quantitativi ma anche qualitativi



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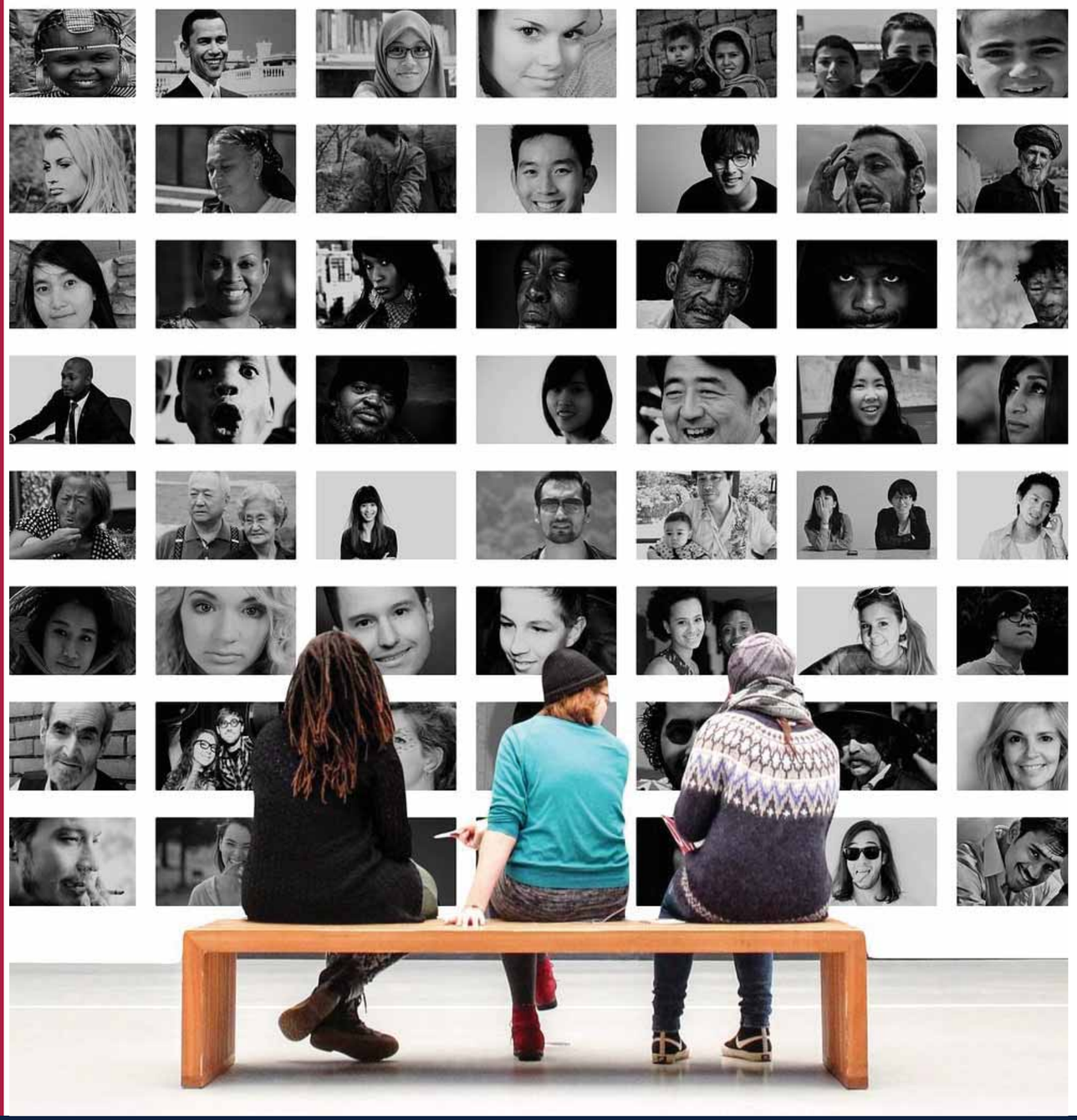
Un dirigente o titolare di aziendale che conosce le dinamiche aziendali da +10 anni ha una propria idea di audience maturata con esperienza a contatto con i veri clienti come interviste, focus group, cliente del negozio, reclami ecc.



Perchè è importante entrare in empatia con i nostri clienti?

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- Il rischio nell'uso dei dati è legato al fatto che, durante le analisi, se pensiamo solo in termini di numeri, scordiamo che dietro ai numeri ci sono delle persone.

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- Il limite più grosso è quello di perdere di vista la chiave di lettura.

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- Il limite più grosso è quello di perdere di vista la chiave di lettura.
- Un dato può solo descriverti quello che hai ma non ti può aprire nuove porte come invece può fare l'empatia ovvero il mettersi nei panni dei consumatori e da lì intercettare nuovi bisogni.

Come applicare l’empatia nel marketing

- **Il prodotto/servizio che offriamo serve a soddisfare un bisogno degli utenti**

Come applicare l’empatia nel marketing

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- Più andiamo a fondo in questa analisi e più ci possiamo accorgere che il nostro prodotto ha bisogno di qualche caratteristica in più, o che il nostro prodotto in realtà serve a soddisfare più bisogni ecc.

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- Questo ci permette di scrivere degli incentivi all’acquisto o la value proposition in modo allineato rispetto ai nostri potenziali consumatori.

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L’empatia è ormai un fattore di successo altamente riconosciuto anche nel marketing

4 elementi per l’empatia nel marketing

1. Ricerche e negoziazioni

2. Riunioni e brainstorming

3. Lavoro di gruppo

4. Generazione di idee

1. Ricerche e negoziazioni

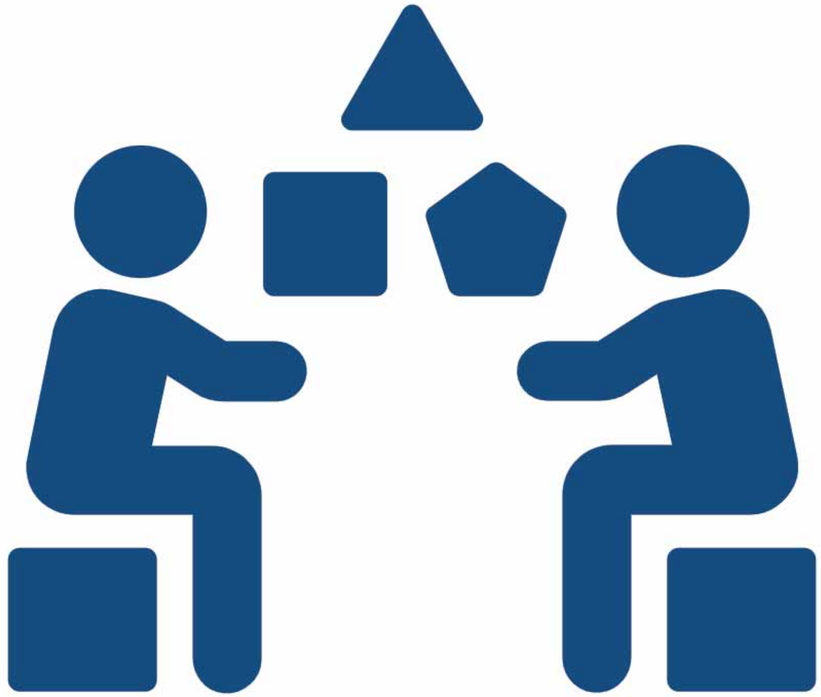
L’empatia permette alle persone di capire le motivazioni degli altri, comprendendo quello a cui danno più e meno importanza. Questo permette di avere una conoscenza preziosissima (tradurre in KPI).

2. Riunioni e brainstorming

Durante le riunioni, entrare in empatia con gli altri permette di raggiungere risultati di valore per tutti.

3. Lavoro di gruppo in maniera efficace

Significa che esiste una capacità collettiva di non generare conflitti, ma al contrario, esiste la capacità di discutere nuove idee, permettendosi di essere “vulnerabili” l’uno con l’altro e di comunicare in modo biunivoco.



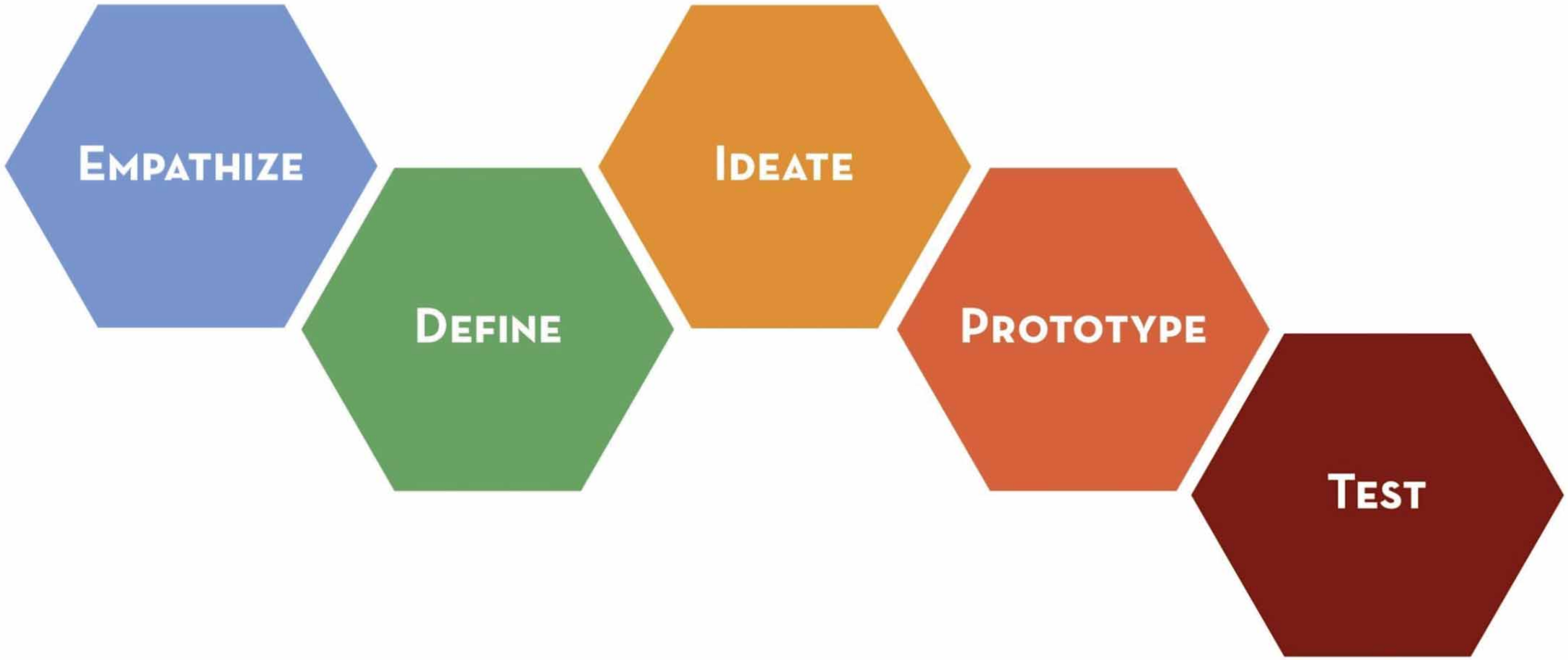
4. Generazione di idee

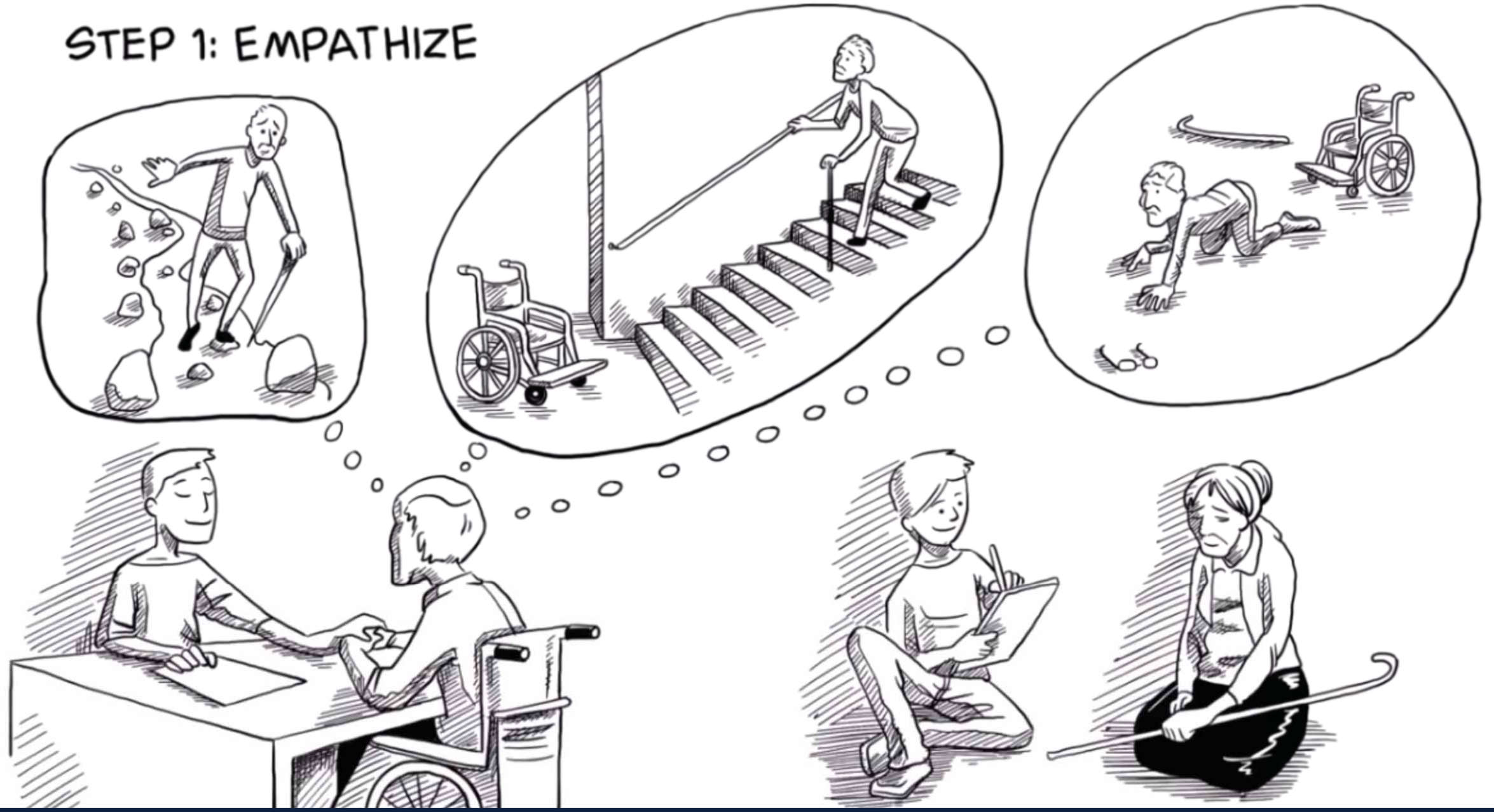
Il mondo del business è un ambiente molto competitivo e velocità quindi abbiamo bisogno di innovazione. L'empatia è un grande generatore di idee.

Design Thinking Artifacts

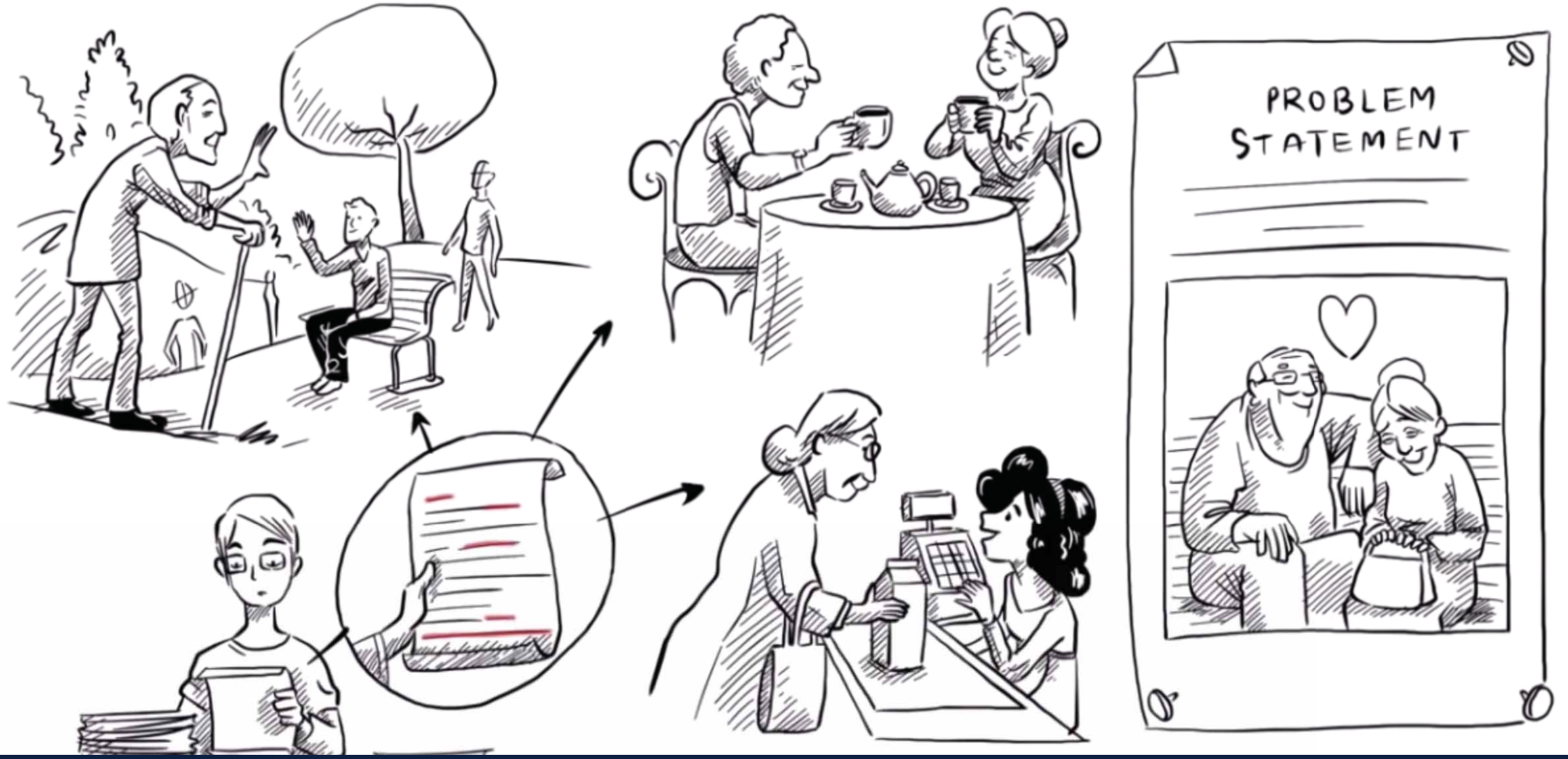
https://dschool.stanford.edu/resources

Design thinking: modello Stanford Design School



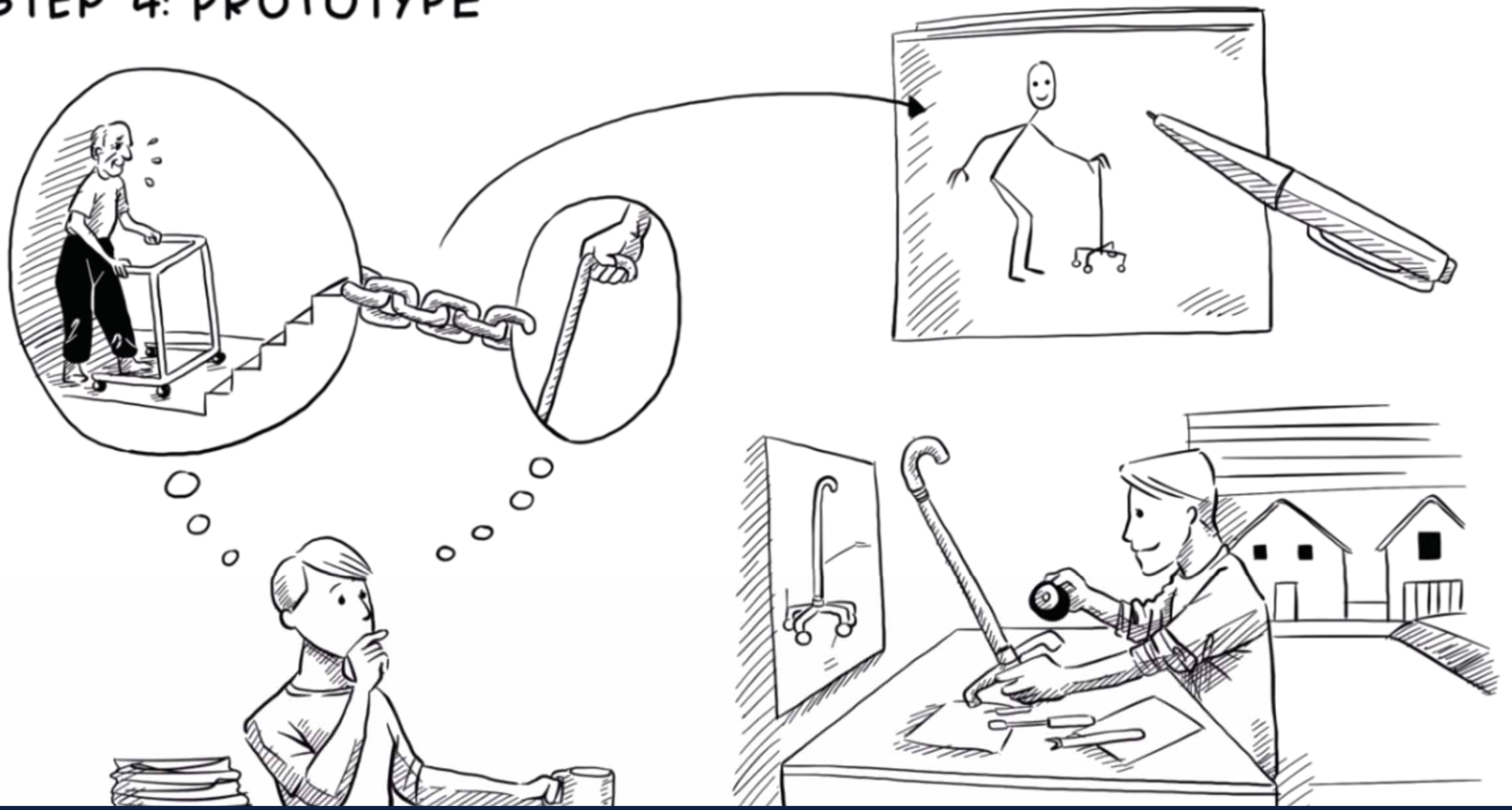

STEP 1: EMPATHIZE

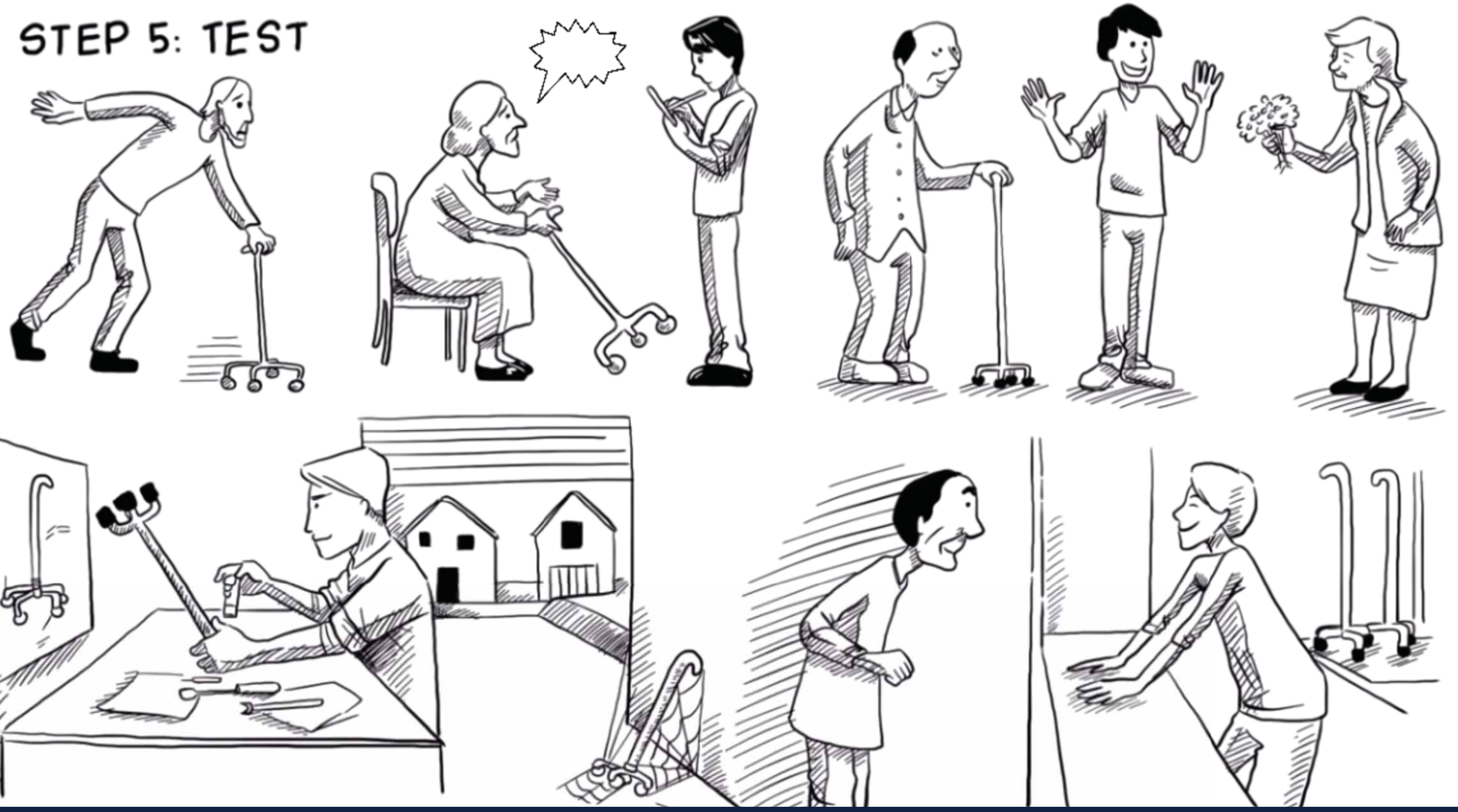
STEP 2: DEFINE THE PROBLEM

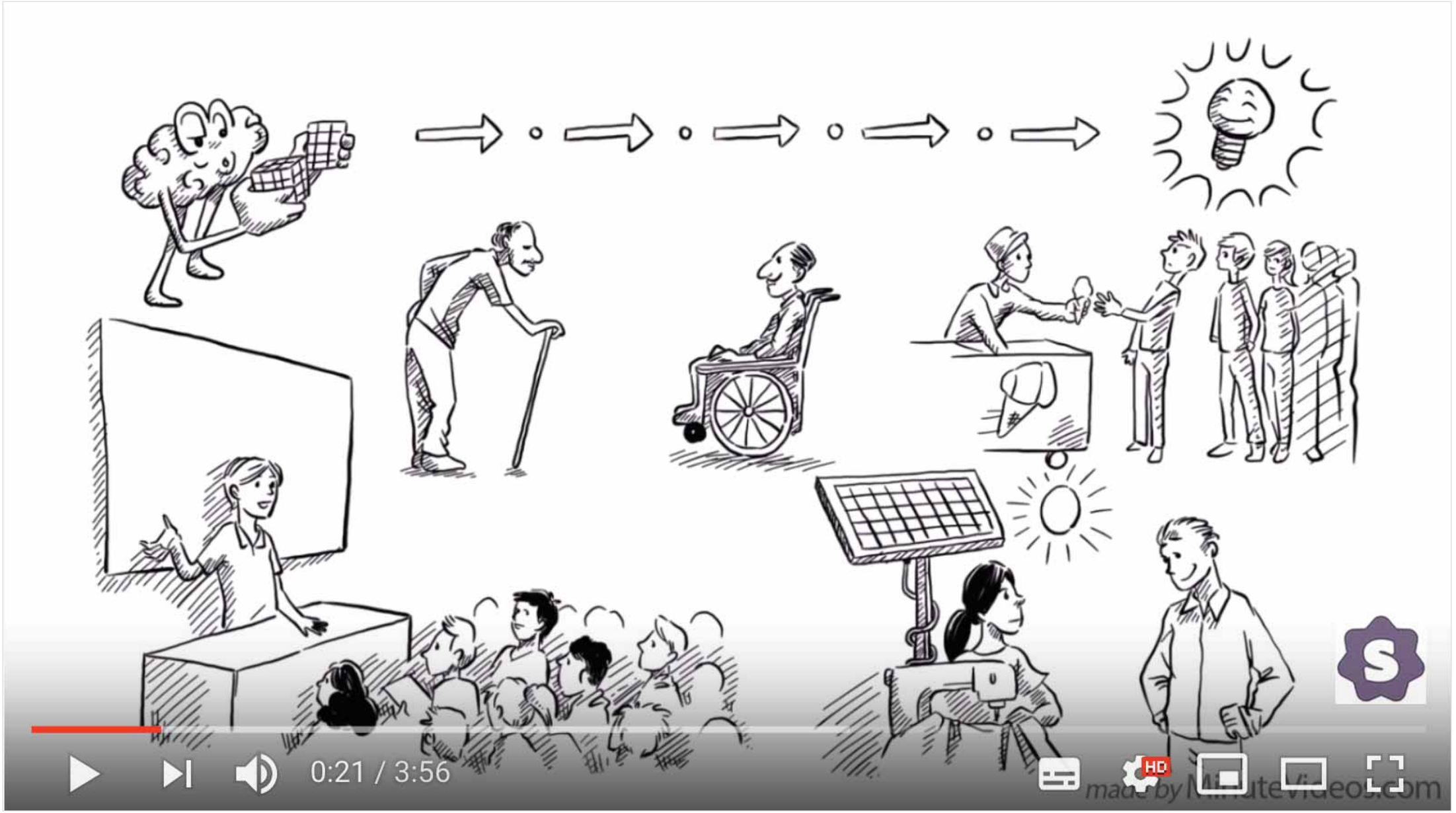


STEP 3: IDEATE
PROBLEM STATEMENT

STEP 4: PROTOTYPE




STEP 5: TEST



https://www.youtube.com/watch?v=_r0VX-aU_T8&feature=youtu.be

Il problema nel digital marketing

La propria soluzione: spesso si tende a proporre la “propria soluzione”: seo, i social, e-commerce, CRO, analytics, newsletter, Ads, UX, grafica, copy, cms, crm, app....

Applicare il design thinking al digital marketing

- Essere più efficaci

Applicare il design thinking al digital marketing

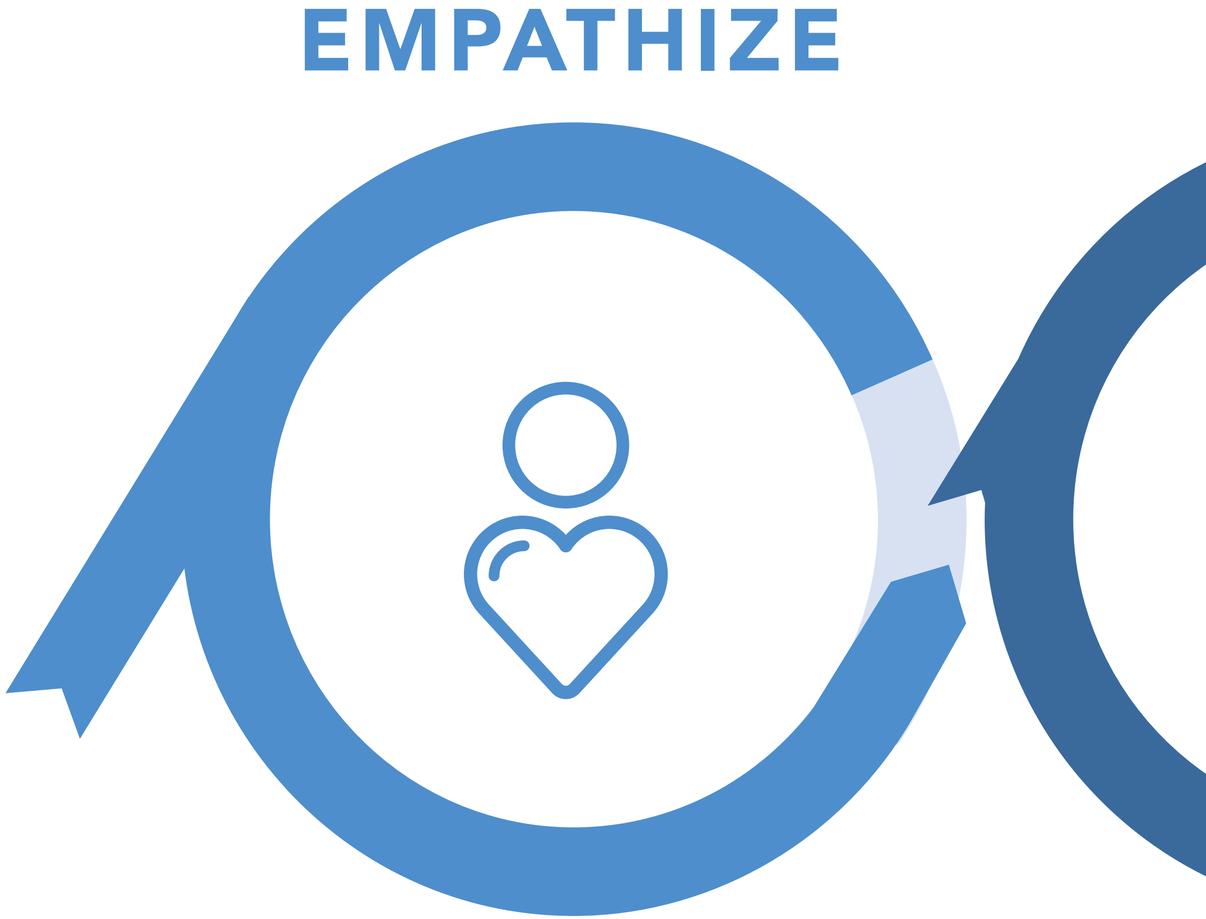
- Essere più efficaci
- Essere più veloci

Applicare il design thinking al digital marketing

- Essere più efficaci
- Essere più veloci
- Creare condivisione e collaborazione con il cliente (coinvolgere gli stakeholder)

1. Empatizzare

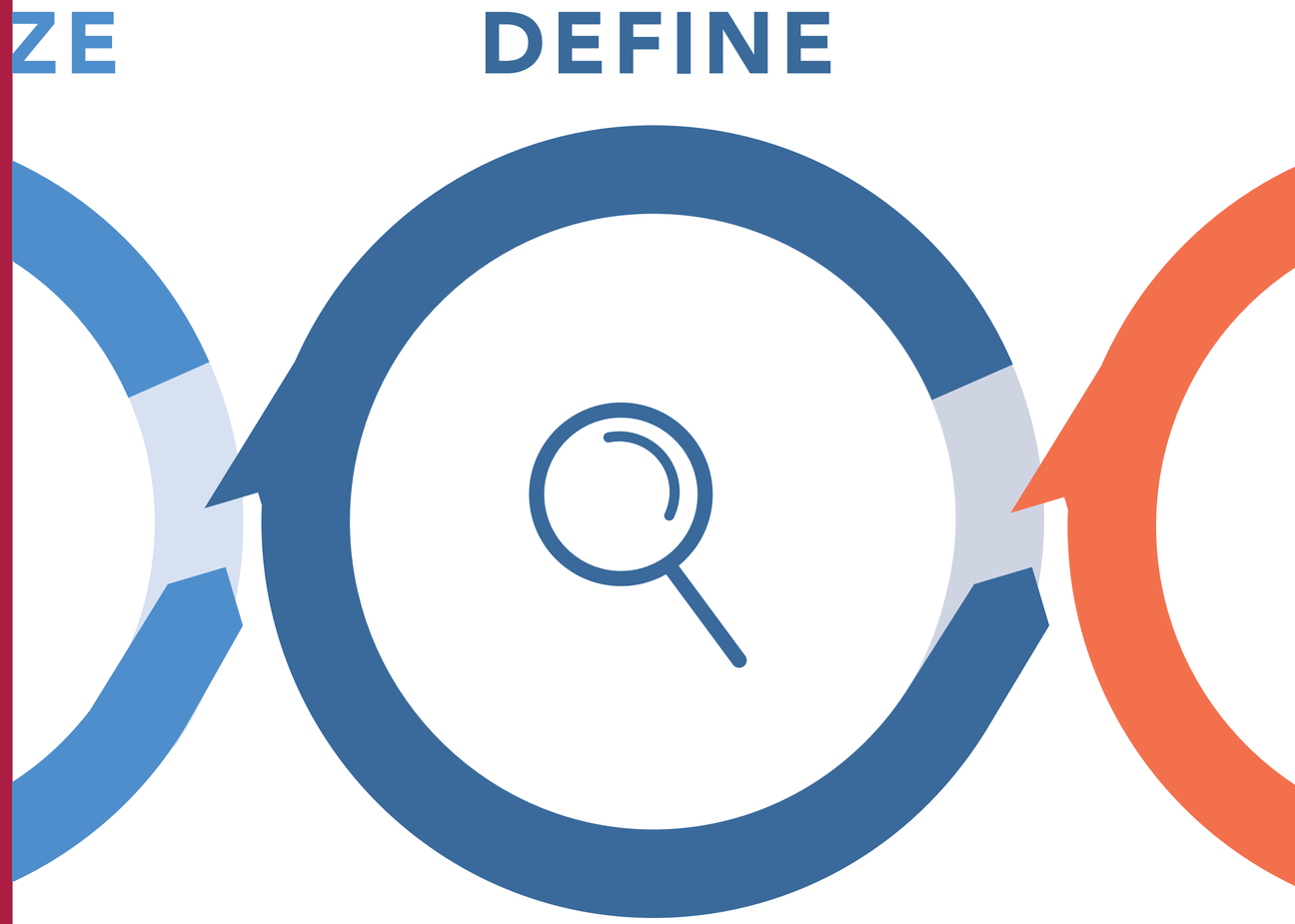
Significa cercare di capire meglio i clienti e il mercato tramite ricerche e brainstorming



2. Definire

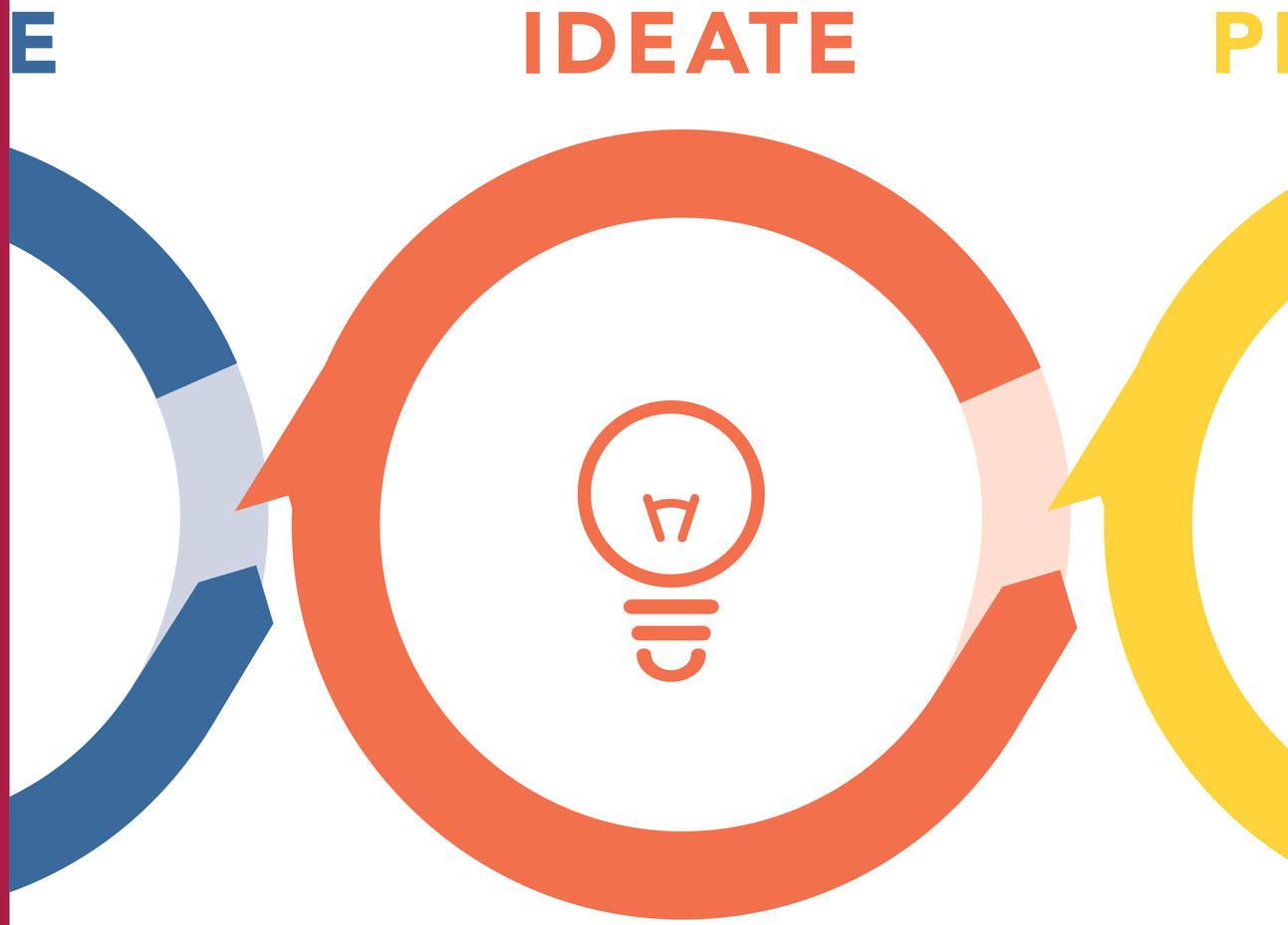
Significa definire gli obiettivi SMART

- Specific
- Measurable
- Achievable
- Results focussed
- Time-bound



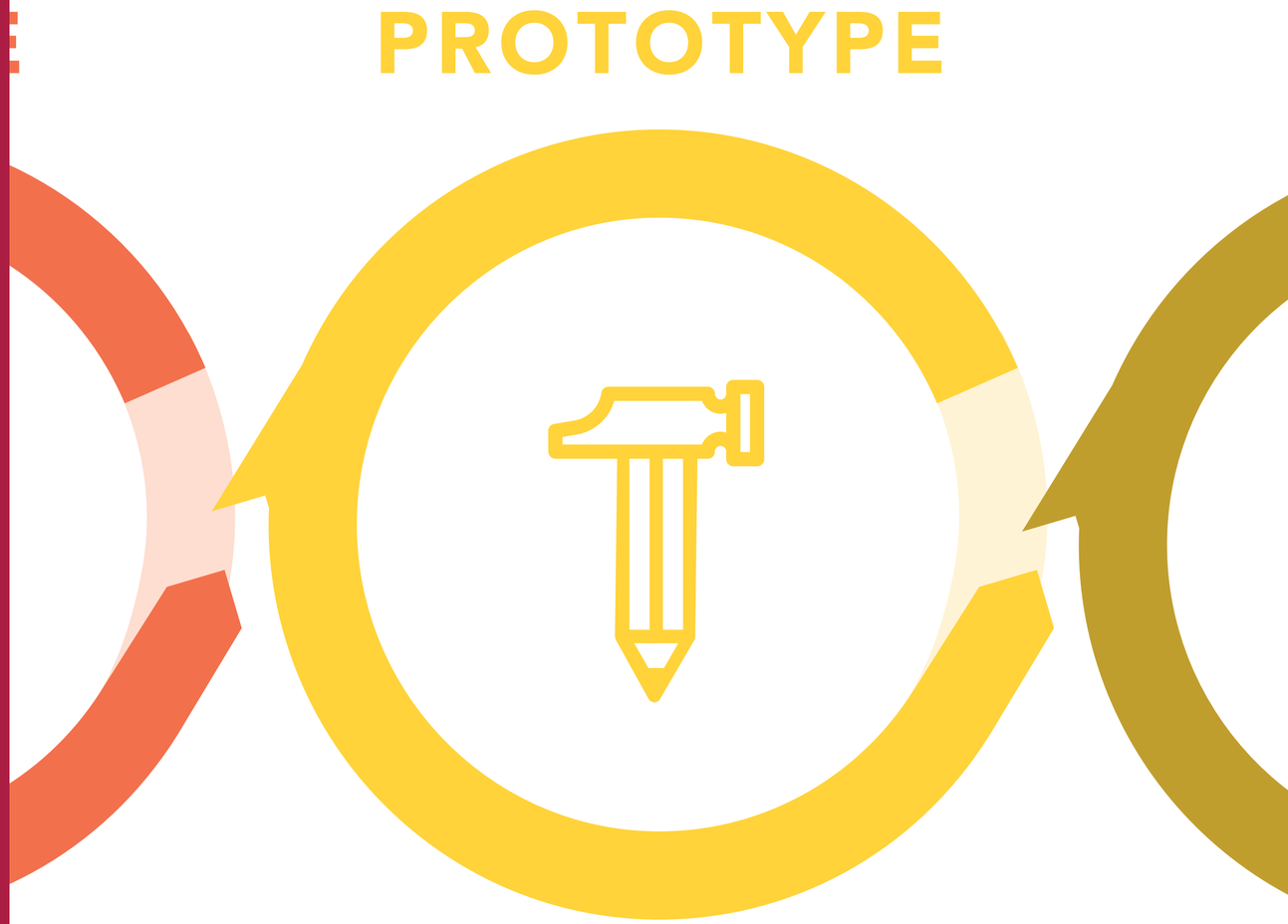
3. Ideare

Creare strategia di marketing, definire le le tattiche, le azioni per il raggiungimento degli obiettivi



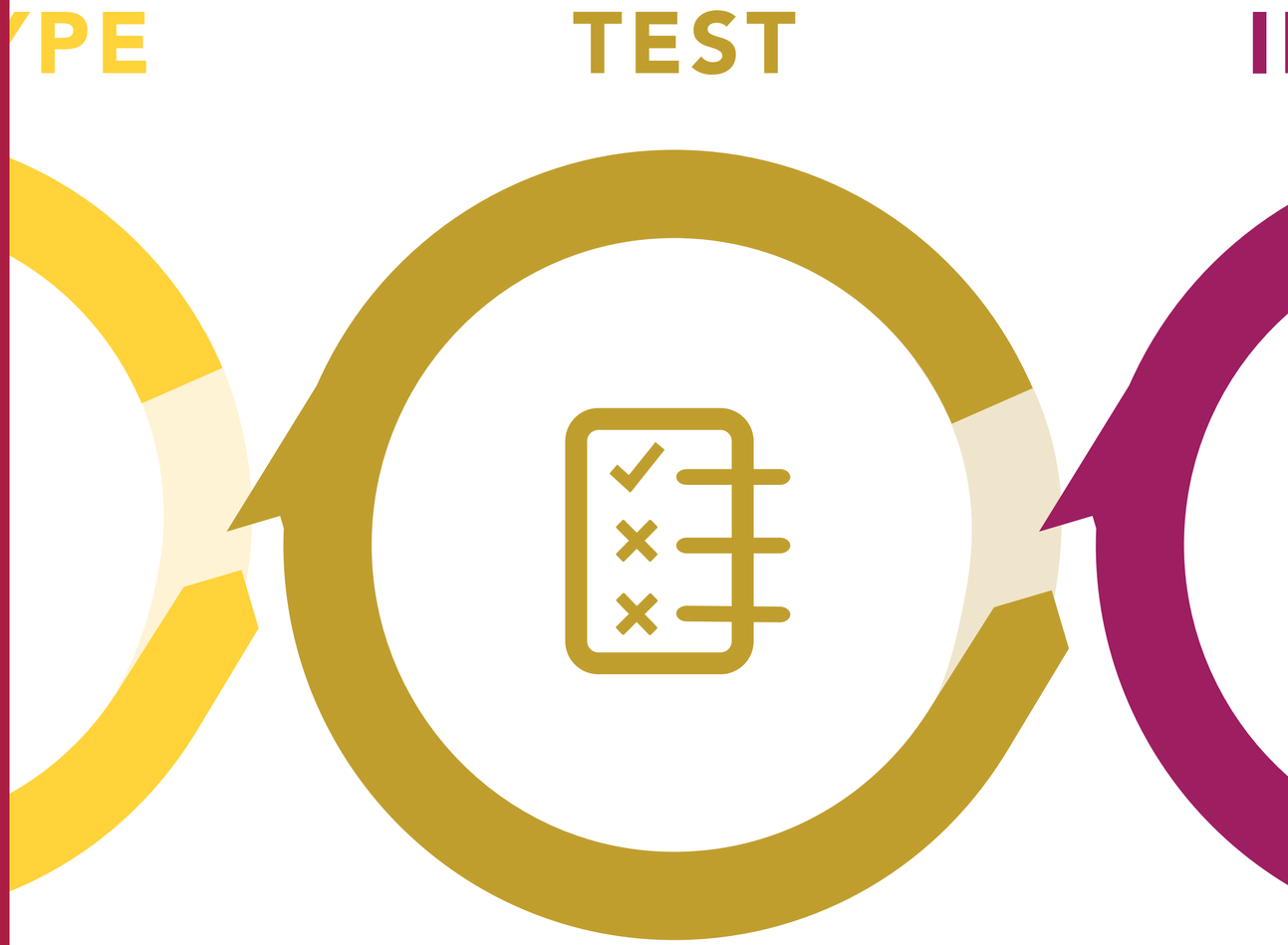
4. Prototipizzare

Creare tramite diversi strumenti come carta, fogli e pennarelli o modelli, i prototipi delle nostre idee per visualizzare le nostre strategie



4. Testare

Per ogni idea, testare le tattiche tramite le azioni concrete definite



Metodo design thinking per il digital marketing

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1. **Facilitare la soluzione**

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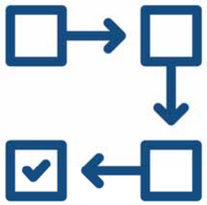

2. Schematizzare

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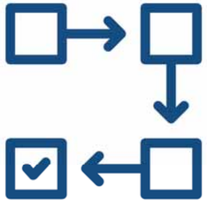

2. Schematizzare

3. La strategia

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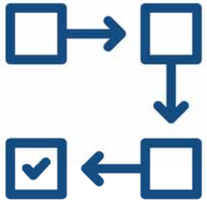

2. Schematizzare

3. La strategia

4. Le performance (KPI)

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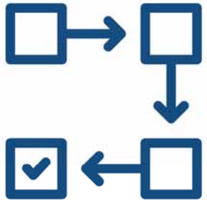


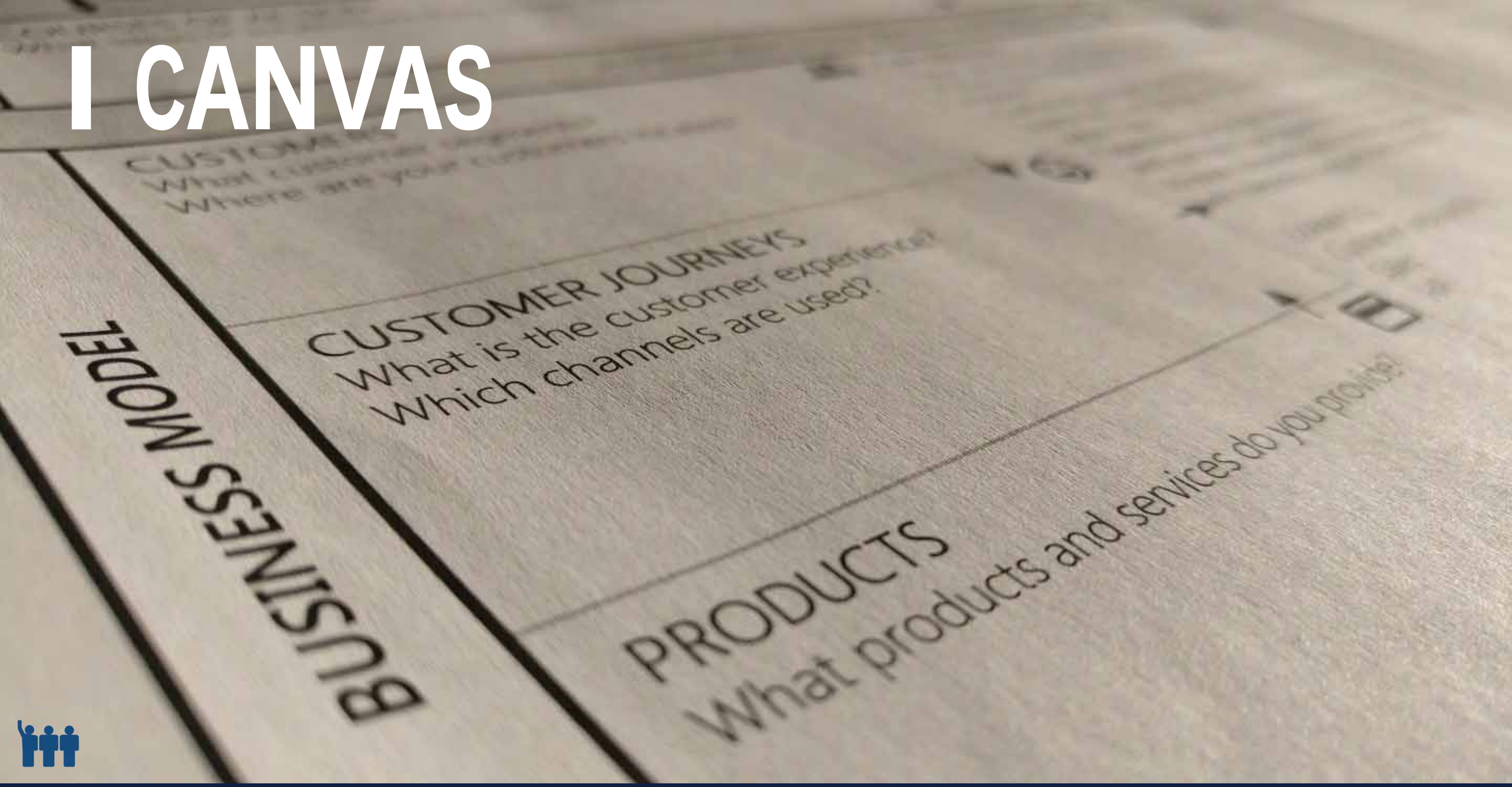
2. Schematizzare

3. La strategia

4. Le performance (KPI)

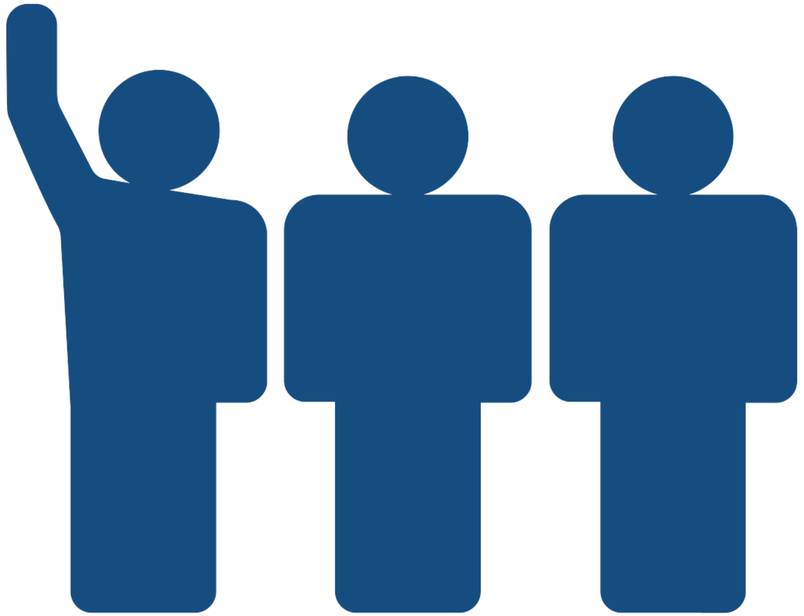
5. Contestualizzare

I CANVAS


BUSINESS MODEL
CUSTOMER JOURNEYS
What is the customer experience?
Which channels are used?
PRODUCTS
What products and services do you provide?

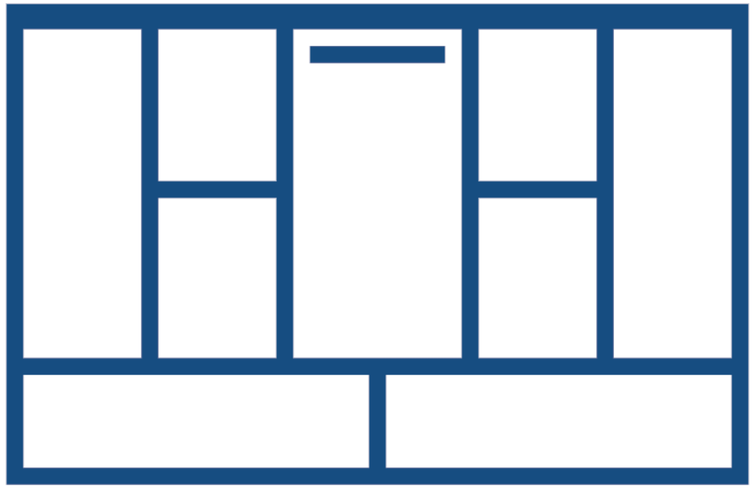
Canvas?

A. non so cosa sono
B. ne ho sentito parlare
C. conosco solo il business model canvas
D. li conosco bene e li utilizzo spesso



Definizione di Canvas

William Sbarzaglia



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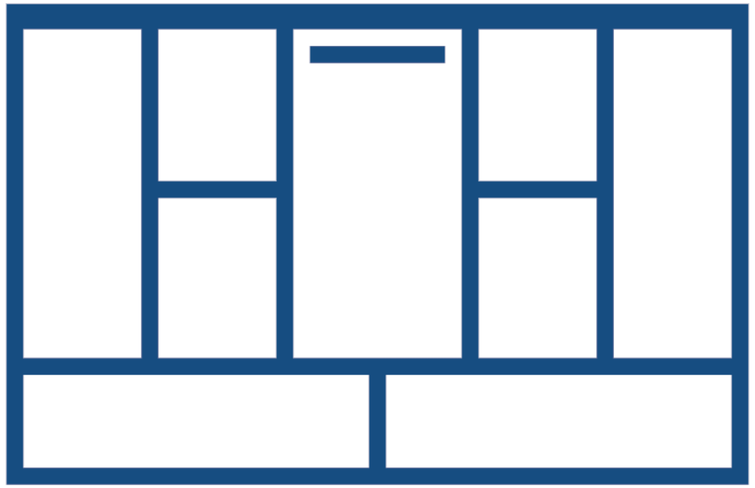

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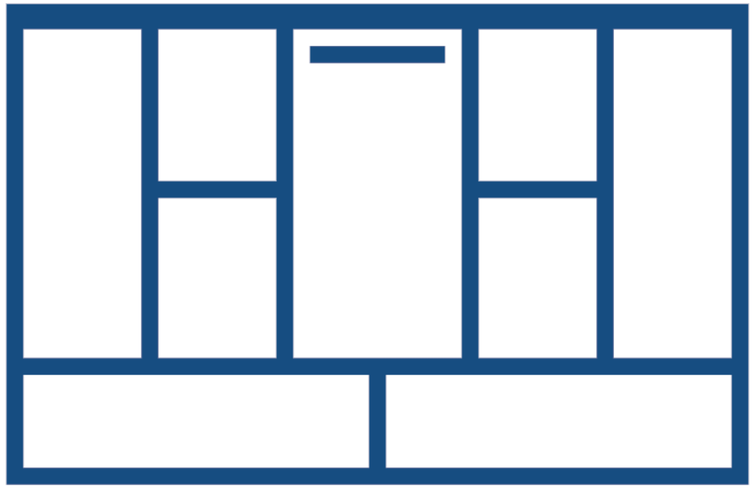

L'intelligenza collettiva è migliore di quella del singolo

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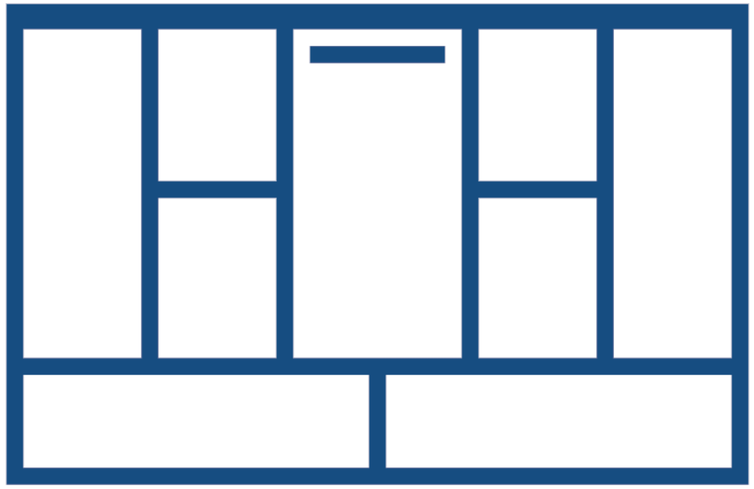
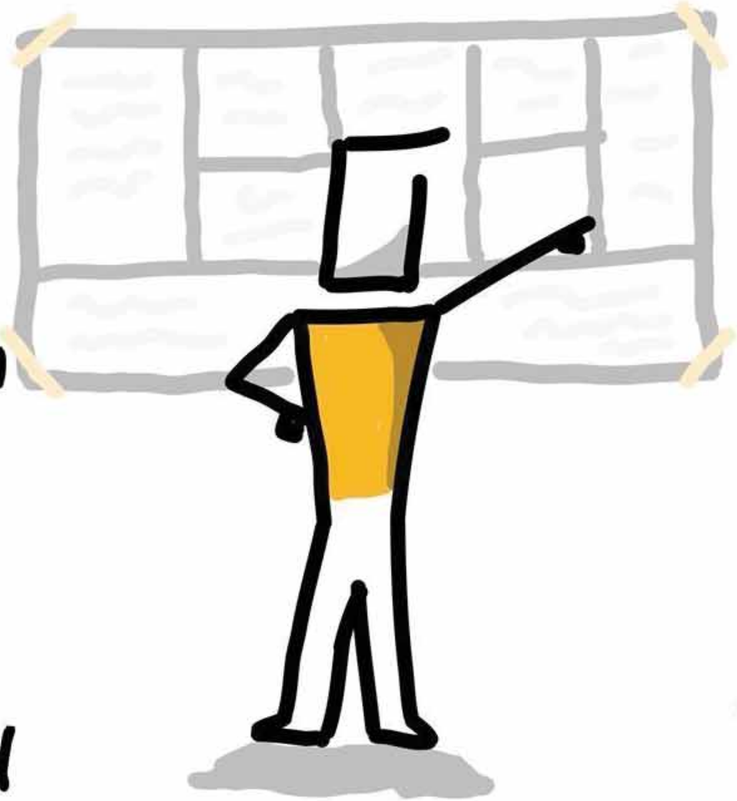


L'intelligenza collettiva è migliore di quella del singolo SEMPRE!!!

Canvas type templates

- Constraining
- Too simple
- Draw towards output, rather than understanding
- Not iterative
- Can be seen as a fad



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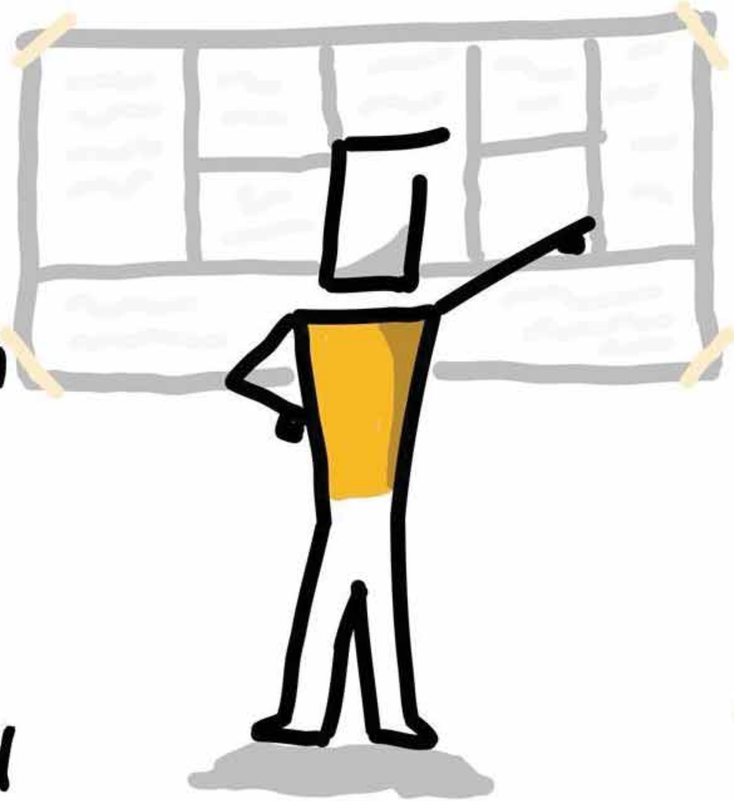
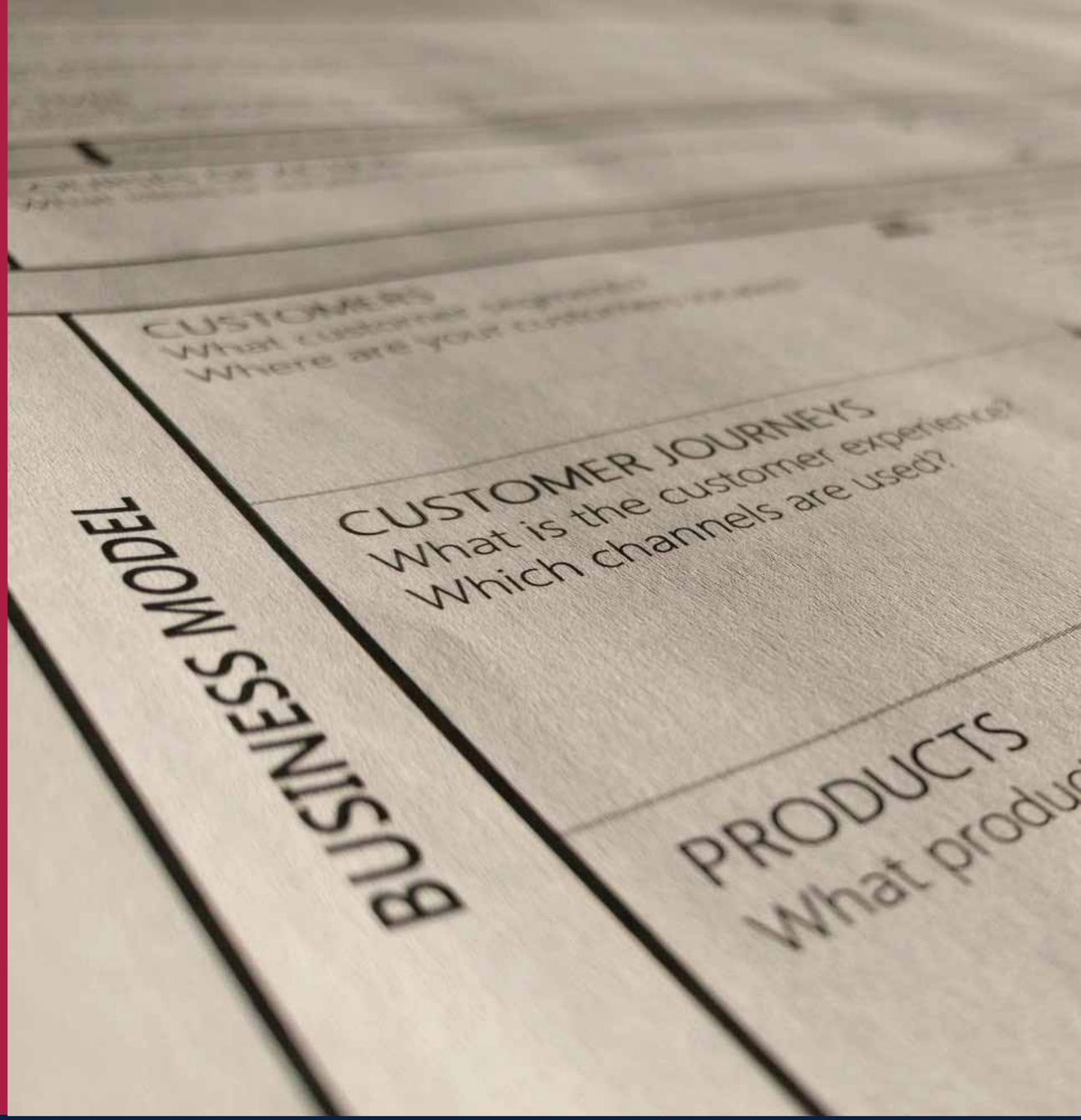


- Visual
- Easy to use
- Easy to understand
- Reproducible
- Standardised
- Engage people
- Save time

Usare più modelli per essere più efficaci

- Modello di business
- Strategia
- Empathy map
- Buyer personas
- Eventi
- Social
- Measurement plan
- Branding e personal branding
- ....



Il Business Model Canvas

Progettato per:	Progettato da:	Il:	Iterazione:

Partner Chiave

Chi sono i nostri Partner chiave?
Chi sono i nostri fornitori chiave?
Quali Risorse chiave stiamo acquisendo dai partner?
Quali Attività chiave svolgono i partner?

MOTIVAZIONE PER LA PARTNERSHIP
Ottimizzazione e risparmio
Riduzione del rischio e dell'incertezza
Acquisizione di particolari risorse e attività

Attività Chiave

Quali sono le attività chiave richieste
dalle nostre Proposte di Valore?
I nostri canali di distribuzione?
Le relazioni con i clienti?
I ricavi?

CATEGORIE
Produzione
Soluzione di problemi
Piattaforma / Rete

Risorse Chiave

Quali sono le risorse chiave richieste
dalle nostre Proposte di Valore?
I nostri canali di distribuzione?
Le relazioni con i clienti?
I ricavi?

TIPOLOGIE DI RISORSE
Fisiche
Intellettuali (marchi, brevetti, diritti d'autore, dati)
Umane
Finanziarie

Proposte di Valore

Che tipo di valore portiamo al cliente?
Quale problema del nostro cliente stiamo aiutando a risolvere?
Quali pacchetti di prodotti e servizi offriamo
al singolo Segmento di Clientela?
Quali bisogni del cliente stiamo soddisfacendo?

CARATTERISTICHE
Novità
Prestazioni
Personalizzazione
"Risolvere"
Design
Brand / Status
Prezzo
Riduzione dei costi
Riduzione dei rischi
Accessibilità
Comodità / Usabilità

Relazioni con i Clienti

Che tipo di relazione ogni singolo Segmento di Clientela
si aspetta che stabiliamo e manteniamo?
Quali relazioni abbiamo stabilito?
Come sono integrate con il resto del nostro Business Model?
Quanto costano?

ESEMPI
Assistenza personale
Assistenza personale dedicata
Self-service
Sistemi automatici
Comunità
Co-creazione

Canali

Attraverso quali canali vogliono essere raggiunti
i nostri Segmenti di Clientela?
In che modo li stiamo raggiungendo ora?
Come sono integrati i nostri canali?
Quali funzionano meglio?
Quali sono i più efficienti, a livello di costi?
Come li stiamo integrando con le abitudini dei clienti?

FASI DEI CANALI
1. Consapevolezza
Come aumentiamo la consapevolezza dei prodotti e servizi della nostra azienda?
2. Valutazione
Come facciamo ad aiutare i nostri clienti a valutare la proposta di valore della nostra azienda?
3. Acquisto
Come consentiamo ai nostri clienti di acquistare specifici prodotti e servizi?
4. Consegna
Come portiamo una Proposta di Valore ai clienti?
5. Post vendita
Come forniamo assistenza post vendita?

Segmenti di Clientela

Per chi stiamo creando valore?
Chi sono i nostri clienti più importanti?

Mercato di massa
Mercato di nicchia
Mercato segmentato
Mercato diversificato
Piattaforme multi-sided

Struttura dei Costi

Quali sono i costi più importanti intrinseci al nostro modello di business?
Quali delle Risorse chiave sono le più costose?
Quali delle Attività chiave sono le più costose?

LA TUA ATTIVITÀ È PIÙ:
Orientata al costo (struttura dei costi snella, valore offerto a basso costo, massima automazione, outsourcing spinto)
Orientata al valore (focalizzata sulla creazione del valore, valore offerto premium)

ESEMPI DI CARATTERISTICHE:
Costi fissi (salari, affitti, utilities)
Costi variabili
Economie di scala
Economie di gamma

Flussi di Ricavi

Per quale valore i nostri clienti vogliono veramente pagare?
Per cosa pagano al momento?
In che modo pagano al momento?
Come preferirebbero pagare?
Quanto contribuisce ogni singolo flusso di ricavi ai ricavi totali?

TIPI
Vendita di beni
Costo per l'uso
Abbonamento
Noleggio / Affitto / Leasing
Licenze
Intermediazione
Pubblicità

PREZZO FISSO
Prezzo di listino
Dipendente dalle caratteristiche del prodotto
Dipendente dal segmento cliente
Dipendente dal volume

PREZZO DINAMICO
Negoziazione (contrattazione)
Gestione dei ricavi
Mercato in tempo reale

DISEGNATO DA: Business Model Foundry AG
I creatori di Business Model Generation e Strategyzer

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Strategyzer
strategyzer.com

https://www.youtube.com/watch?time_continue=1&v=QoAOzMTLP5s

PERSONAL BUSINESS MODEL CANVAS (BIGNAME EDITION)

NOME

PARTNER CHIAVE
(Chi ti aiuta)

Chi ti aiuta a creare e fornire valore ai Clienti?
Chi ti supporta in altri modi e come?
Hai dei partner che forniscono Risorse Chiave o svolgono Attività Chiave al tuo posto?

I PARTNER CHIAVE POTREBBERO INCLUDERE:
- Amici
- Membri della famiglia
- Supervisori
- Personale delle risorse umane
- Colleghi e collaboratori
- Fornitori
- Associazioni professionali
- Mentori, consulenti, etc.

ATTIVITÀ CHIAVE
(Cosa fai)

Elenca le attività più importanti che esegui costantemente al lavoro e che caratterizzano la tua professione rispetto ad altre.
Quale di queste attività è necessaria per la tua Proposta di Valore?
Quali attività compi per implementare i tuoi Canali e/o favorire le tue Relazioni con i Clienti?

CONSIDERA LE ATTIVITÀ CHE RIENTRANO NELLE SEGUENTI AREE:
- Fare (costruire, progettare, creare, risolvere, offrire, etc.)
- Vendere (informare, persuadere, insegnare, etc.)
- Supportare (amministrare, calcolare, organizzare, etc.)

RISORSE CHIAVE
(Chi sei e cosa hai)

Elenca i principali elementi personali che metti in gioco nella tua professione.

Descrivi ciò che ti entusiasma di più nel tuo lavoro tra:
1) interagire con le persone;
2) occuparmi di informazioni/idee;
3) avere a che fare con cose ed oggetti, lavorare all'aperto.

Descrivi anche i tuoi talenti (cose che fai naturalmente senza sforzo) e alcune tue capacità (cose che hai imparato a fare).
Elenca infine alcune delle tue altre risorse: valori, rete personale, reputazione, personal brand, esperienza di settore, abilità manuali, beni materiali, strumenti, etc.

PROPOSTA DI VALORE
(Come ti rendi utile)

Che valore fornisci ai Clienti?
Quale problema risolvi o bisogno soddisfi?
In quale compito importante aiuti i tuoi Clienti?
Descrivi i benefici specifici che i Clienti ottengono come risultato del tuo lavoro.

CONSIDERA SE CIÒ CHE PROPONI:
- Riduce il rischio
- Diminuisce i costi
- Aumenta la convenienza o l'usabilità
- Migliora le prestazioni
- Aumenta il piacere o soddisfa i bisogni basilari
- Soddisfa un bisogno sociale (marca, status, riconoscimento, etc.)
- Soddisfa un bisogno emotivo

Etc.

RELAZIONI CON I CLIENTI
(Come interagisci)

Che stile di relazione stabilisci e mantieni con i tuoi Clienti?
Elenca le modalità che sviluppi con lo scopo di:
1) convincere potenziali Clienti a diventarlo
2) persuadere gli attuali Clienti a rimanerlo
3) fare in modo che acquistino di più o altro.

ALCUNI ESEMPI POTREBBERO INCLUDERE:
- Assistenza personale, assistenza personale dedicata
- Servizi automatizzati, self service (es: pubblicazione di guide online, etc.)
- Assistenza remota, community di supporto
- Leadership vs. co-creazione
- Continuativa vs. occasionale (es. su base progetto)
- Diretta vs. indiretta (tramite altre persone)
- Proattiva vs. reattiva
- Know-how specifico sul Cliente, personalizzazione
- Tipo di contratto (a tempo determinato, vincolato, etc)
- Vendite ricorrenti, a scelta del Cliente, sconti, offerte, promozioni

Etc.

CANALI
(Come ti fai conoscere e come porti valore)

Come fai a farti conoscere dai tuoi potenziali Clienti?
Come fanno a capire che sei utile per loro?
Come fai in modo che acquistino ciò che fai per loro?
In che modo trasferisci la tua Proposta di Valore ai Clienti?
Con quali strumenti supporti i tuoi Clienti e ti accerti che siano soddisfatti?

CLIENTI
(A chi sei utile)

Per chi crei valore?
Chi sono i tuoi Clienti più importanti?
Chi dipende da te per poter fare il suo lavoro?

TIPOLOGIE:
- Persone
- Aziende
- Datori di lavoro, manager, colleghi, utenti, etc.

COSTI
(Cosa dai)

Che cosa dai al tuo lavoro (tempo, energia, etc.)?
A cosa rinunci per il lavoro (tempo familiare o personale, etc.)?
Quali Attività Chiave sono più "costose" (prosciuganti, stressanti, etc.)?
Quali Partner Chiave sono più impegnativi in termini di tempo, denaro o risorse?

ELENCA I COSTI ASSOCIATI AL TUO LAVORO:

Costi materiali:
- Tempo, impegni di viaggio eccessivi
- Pendolarismo, spese di viaggio non rimborsate
- Formazione auto-finanziata, istruzione, attrezzature, materiali, altri costi
- Fornitori, consulenti, etc.

Etc.

Costi immateriali:
- Stress o insoddisfazione
- Mancanza di opportunità di crescita personale o professionale
- Basso riconoscimento o contributo alla collettività

Etc.

RICAVI E BENEFICI
(Cosa ottieni)

Cosa ottieni dal tuo lavoro?
Per che cosa ti compensano i tuoi Clienti?
In quali modi lo fanno?

DESCRIVI RICAVI E BENEFICI:

Quelli materiali potrebbero includere:
- Salari, stipendi, compensi professionali
- Pagamenti in natura, scambi di merci o servizi
- Assicurazioni sanitarie, contributi previdenziali
- Stock option, partecipazione agli utili
- Supporto allo studio

Etc.

Quelli immateriali potrebbero includere:
- Soddisfazione, piacere
- Sviluppo professionale
- Riconoscimento
- Contributo alla società
- Orari o condizioni flessibili

Etc.

Questa versione del Canvas, creata da @LuigiCentenaro, è un adattamento di BigName.it, gli specialisti dell'innovazione di persone e team in azienda.
Costituisce un'ottimizzazione della versione originale in Inglese di BusinessModelYou.com.

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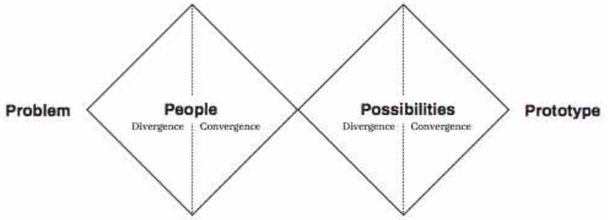
Domain7 Design Thinking Canvas



CHECK-IN:

Is this an idea or problem that *needs* design thinking?

- ☐ Does the problem space warrant this approach?
- ☐ Is it with a community who desires engagement?
- ☐ Are you willing and equipped to engage and listen?
- ☐ Are you empowered to pursue ideas that may emerge?

PROBLEM

My change idea today, as I see it

How do we see the problem space?

How might we...

help _____

become more _____

by using _____

Why would we?

What's stopping us?

PEOPLE

What is the leadership stance I need?

What is the community this idea serves?

How will we listen to this community?

What is the listening stance I need?

After listening, what are the community's needs?

POSSIBILITIES

How are we generating divergent approaches?

What are we noticing in the themes emerging?

What are the bright stars worth pursuing?

PROTOTYPE

What would help us test this approach with our community?

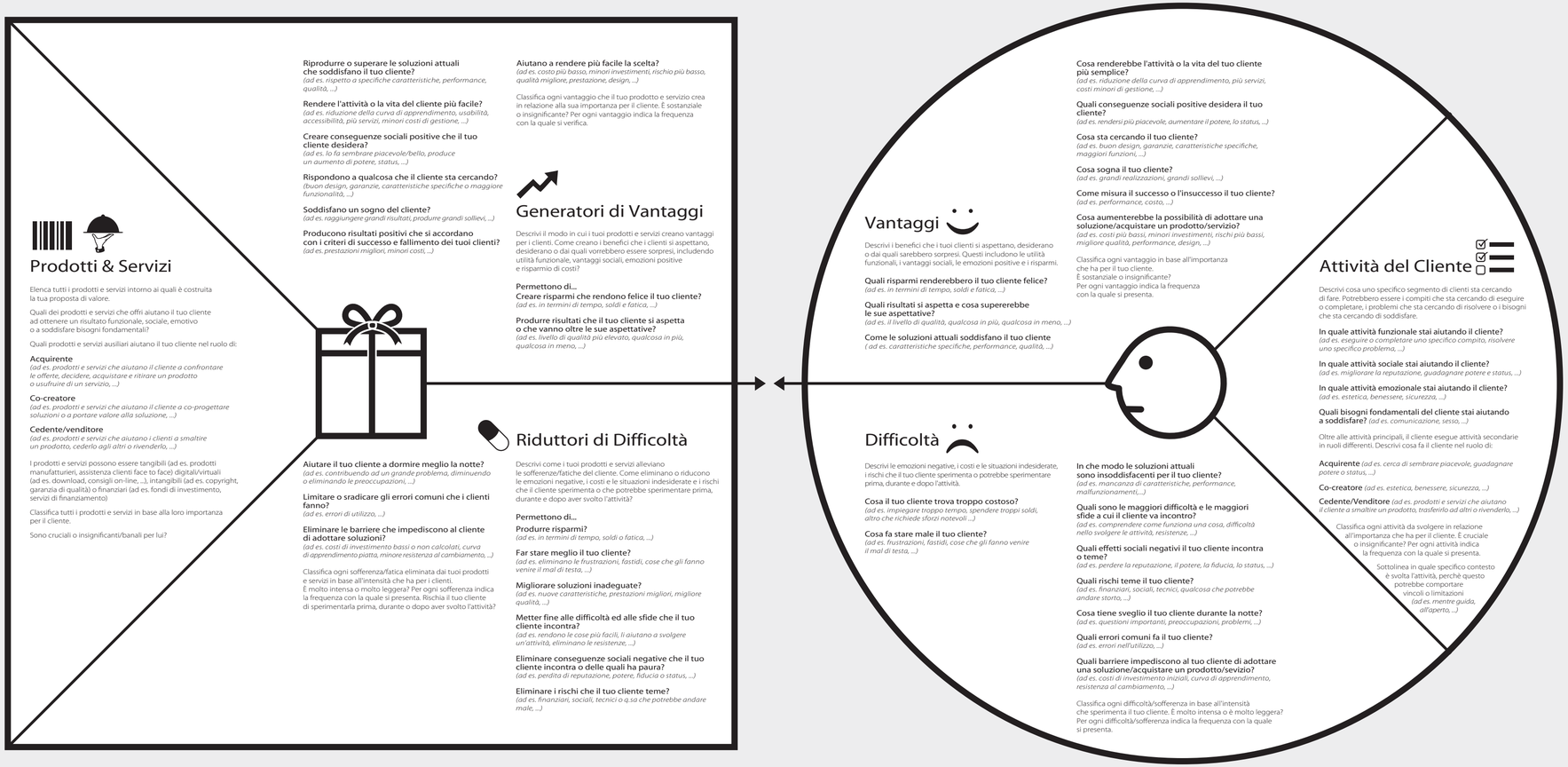
Version 1.1a | Download your own copy at domain7.com/designthinking

https://connection.domain7.com/introducing-the-design-thinking-canvas-5b4a1a96d84c

Il Value Proposition Canvas

Proposta di Valore

Segmento di Clientela



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https://www.youtube.com/watch?v=ReM1uqmVfP0

THE BRANDING CANVAS

Write your Brand name

BRAND

Why do you want to do Branding?

GOAL

CAPABILITIES
(What you can do)

What competences and/or know-how can you claim?

CATEGORIES:
- Technical competences (specific for your Offering and/or Arena)
- Other competences (organisational, research, development, etc.)
- Know-how, expertise, domain knowledge (specific for your Offering and/or in your Arena).

CULTURE
(Who you are)

What makes you special for your Audience?

CATEGORIES:
- Purpose, Vision
- Relevant people within the organization (i.e. founder, executives, etc.)
- Acquaintances, network, special relationships
- Company history, stories, anedocts
- Ideas, company culture and personality
- Supported causes
- Beliefs, ambitions, values
- Cultural enemies, challenges, crusades.

ARENA
Where are you competing, what is your category or market?

OFFERING
(What you give)

What are your products and/or services?
What are the peculiarities of your business model?
How do you facilitate a good experience for your Customers?
How do you establish and maintain the relationship with them?

ELEMENTS OF YOUR OFFERING:
- Products and/or services
- Special approach (specialized, traditional, innovative, green, flexible, etc.)
- Range (focused, broad, wide, tailored, etc.)
- Relationship style (personal assistance, self-service, automated services, co-creation, etc.)
- Distribution methods, logistics, sales
- Price range, payment methods

Etc.

REASONS TO BELIEVE
(Why you are credible)

What makes you trustworthy to your Audience?

LIST FACTS, SOLID ASPECTS THAT YOU CAN PROVE:
- Facts, results, proven experiences
- Relevant projects or initiatives
- Assets, goods, resources, intellectual property
- Certifications, awards
- Roles in associations, pro bono, C.S.R.
- Corporate social responsability, welfare programs
- Opinions and/or endorsement by recognized stakeholders
- Pubblications, academic initiatives
- Relevant media coverage and/or quotes
- Relevant social media numbers

Etc.

PROMISE
(So what)

What do you promise to your Audience?
What kind of idea of your value should your Audience make?
What problems should they think you can solve or desires satisfy?
What kind of emotions should they feel while dealing with you?
What kind of person or organization will you inspire them to be?

BENEFITS:
- Functional (problems solved, risk reduced, costs lowered)
- Emotional (more safe, relaxed, free, competent, confident, energized, reassured)
- Experiential (the experiences optimized or changed, convenience or usability increased, performance improved)
- Cultural (the ideas they will learn or change)
- Social (recognized, loved, respected, connected to others, accepted, admired, important, etc.)
- Aspirational (the kind of image, status and/or value they will think they could be or express)
- Self expression (the kind of image they will be able to communicate).

POSITIONING
(Why you)

What distinctive element do you emphasize in order to be considered by your Audience?

CHOOSE THE MOST RELEVANT, CREDIBLE AND IMPORTANT ASPECT AMONG THE FOLLOWING OPTIONS:
- Values (the special and inspirational ideas you believe in and that influence everything you do)
- Resources (the special approaches, technologies, assets that your leverage on)
- Offering (the peculiarities of what you give)
- Competences (the things you do particularly well)
- Target (markets, people or organization you focus on).

COMMUNICATION
(How they know you)

How do you become known by your Audience?
How do you create a strong relationship with your Audience?
How do you underline your Positioning?

STRATEGIES:
- Visual and verbal Identity
- Tone of voice
- Experiences, sounds, images, smells, interiors, architectures, etc.
- Storytelling
- Sponsorship, advertisement
- Press, Media, Public Relations, Networking
- Events, Community management, Contests, Keynotes, Public Speaking
- Books, whitepapers, publications
- Brand & Branded content
- Digital Marketing, Social Networks (LinkedIn, Twitter, etc.)

Etc.

COMPETITORS
What kind of brand, companies, services or products are you compared to?

AUDIENCE
(Who needs to know)

Who are the most important people to influence for achieving your goals?
Who influences them?
In what places or communities can you find them?

CATEGORIES:
- Primary target
- Other targets
- Influencers (journalists, bloggers, opinion makers, etc.)
- Managers, employees, collaborators
- Forum, influence groups, institutions, associations
- Communities and tribes (online and/or offline)
- Public opinion
- Users, followers, fans

Etc.

INVESTMENTS
(What you need)

In what activities, resources and/or partners do you invest in order to Brand successfully?

DETAIL AND QUANTIFY HOW YOU INVEST IN:
- Assets, time, physical resources
- Marketing, communication
- Suppliers, consultants, partnerships
- Training, education, courses
- Intellectual property development

Etc.

RESULTS
(What you get)

What results do you get through Branding?

OUTLINE IF AND HOW MUCH BRANDING HELPS YOU TO GET:
1. Awareness: they know about you and/or recognise you
2. Familiarity: who knows about you, understands what you offer
3. Valorization: who understands what you do, gets how you are useful
4. Consideration: who has valued yo, gets your Positioning and consider you as one of the possible options
5. Choice: who has considered you, sympathizes with you and chooses you over others
6. Loyalty: who has chosen you, confirms you over time
7. Advocacy: your Audience recommends you to others and spreads the voice about you (e.g. online)
8. Iconicity: you represent the icon for the culture your Audience belongs to.

BigName.pro/branding-canvas/
Designed by @LuigiCentenaro, founder of BigName® (BigName.pro) the people and team innovation specialists for enterprise.
Inspired by the work of Strategyzer.com

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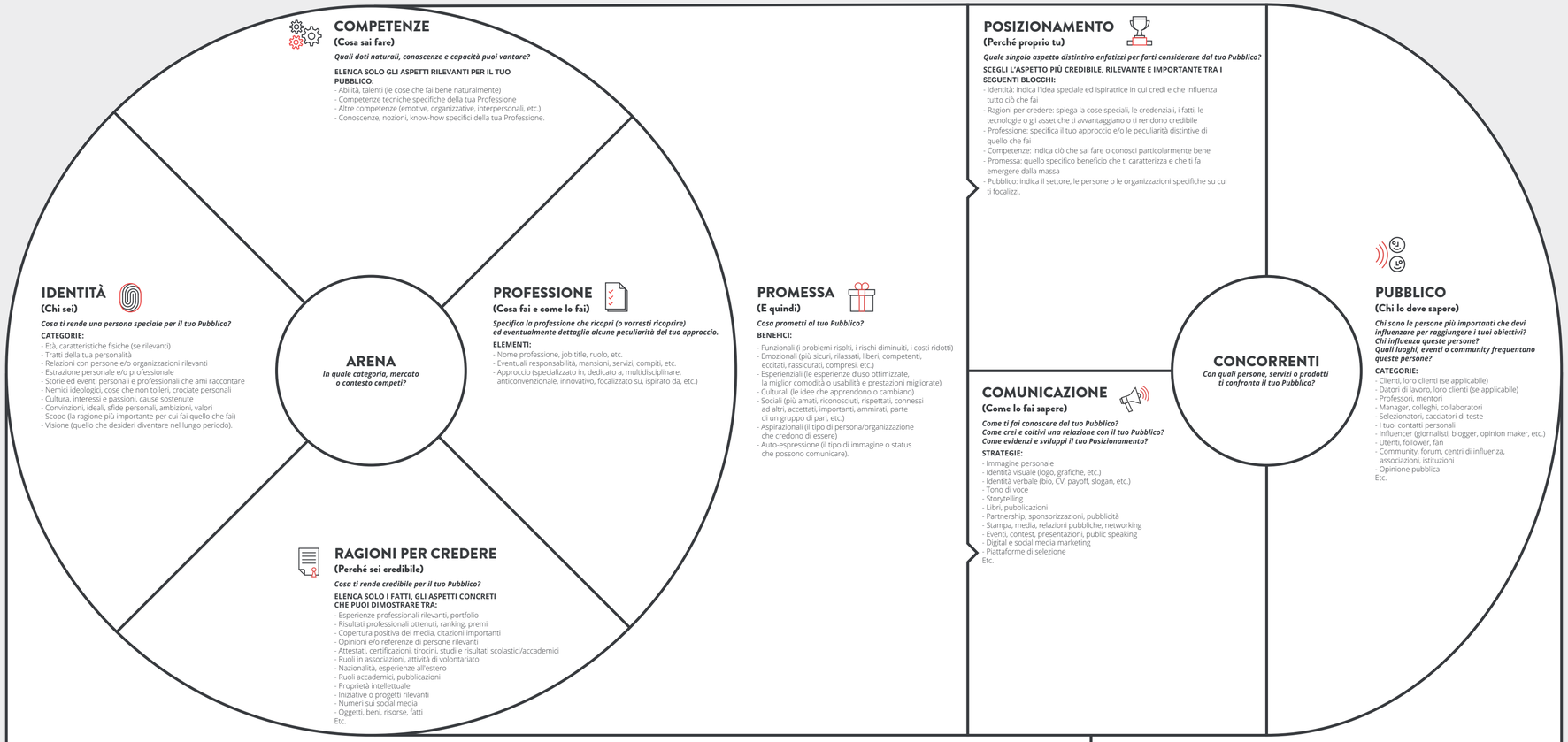
THE PERSONAL BRANDING CANVAS

Indica il tuo nome
DISEGNATO DA

Perché vuoi fare Personal Branding? Cosa vuoi ottenere?
OBIETTIVO



COMPETENZE
(Cosa sai fare)

Quali doti naturali, conoscenze e capacità puoi vantare?

ELENCA SOLO GLI ASPETTI RILEVANTI PER IL TUO PUBBLICO:
- Abilità, talenti (le cose che fai bene naturalmente)
- Competenze tecniche specifiche della tua Professione
- Altre competenze (emotive, organizzative, interpersonali, etc.)
- Conoscenze, nozioni, know-how specifici della tua Professione.

IDENTITÀ
(Chi sei)

Cosa ti rende una persona speciale per il tuo Pubblico?

CATEGORIE:
- Età, caratteristiche fisiche (se rilevanti)
- Tratti della tua personalità
- Relazioni con persone e/o organizzazioni rilevanti
- Estrazione personale e/o professionale
- Storie ed eventi personali e professionali che ami raccontare
- Nemici ideologici, cose che non tolleri, crociate personali
- Cultura, interessi e passioni, cause sostenute
- Convinzioni, ideali, sfide personali, ambizioni, valori
- Scopo (la ragione più importante per cui fai quello che fai)
- Visione (quello che desideri diventare nel lungo periodo).

ARENA
In quale categoria, mercato o contesto competi?

PROFESSIONE
(Cosa fai e come lo fai)

Specifica la professione che ricopri (o vorresti ricoprire) ed eventualmente dettaglia alcune peculiarità del tuo approccio.

ELEMENTI:
- Nome professione, job title, ruolo, etc.
- Eventuali responsabilità, mansioni, servizi, compiti, etc.
- Approccio (specializzato in, dedicato a, multidisciplinare, anticonvenzionale, innovativo, focalizzato su, ispirato da, etc.)

RAGIONI PER CREDERE
(Perché sei credibile)

Cosa ti rende credibile per il tuo Pubblico?

ELENCA SOLO I FATTI, GLI ASPETTI CONCRETI CHE PUOI DIMOSTRARE TRA:
- Esperienze professionali rilevanti, portfolio
- Risultati professionali ottenuti, ranking, premi
- Copertura positiva dei media, citazioni importanti
- Opinioni e/o referenze di persone rilevanti
- Attestati, certificazioni, tirocini, studi e risultati scolastici/accademici
- Ruoli in associazioni, attività di volontariato
- Nazionalità, esperienze all'estero
- Ruoli accademici, pubblicazioni
- Proprietà intellettuale
- Iniziative o progetti rilevanti
- Numeri sui social media
- Oggetti, beni, risorse, fatti

Etc.

PROMESSA
(E quindi)

Cosa prometti al tuo Pubblico?

BENEFICI:
- Funzionali (i problemi risolti, i rischi diminuiti, i costi ridotti)
- Emozionali (più sicuri, rilassati, liberi, competenti, eccitati, rassicurati, compresi, etc.)
- Esperienziali (le esperienze d'uso ottimizzate, la miglior comodità o usabilità e prestazioni migliorate)
- Culturali (le idee che apprendono o cambiano)
- Sociali (più amati, riconosciuti, rispettati, connessi ad altri, accettati, importanti, ammirati, parte di un gruppo di pari, etc.)
- Aspirazionali (il tipo di persona/organizzazione che credono di essere)
- Auto-espressione (il tipo di immagine o status che possono comunicare).

POSIZIONAMENTO
(Perché proprio tu)

Quale singolo aspetto distintivo enfatizzi per farti considerare dal tuo Pubblico?

SCEGLI L'ASPETTO PIÙ CREDIBILE, RILEVANTE E IMPORTANTE TRA I SEGUENTI BLOCCHI:
- Identità: indica l'idea speciale ed ispiratrice in cui credi e che influenza tutto ciò che fai
- Ragioni per credere: spiega la cose speciali, le credenziali, i fatti, le tecnologie o gli asset che ti avantaggiano o ti rendono credibile
- Professione: specifica il tuo approccio e/o le peculiarità distintive di quello che fai
- Competenze: indica ciò che sai fare o conosci particolarmente bene
- Promessa: quello specifico beneficio che ti caratterizza e che ti fa emergere dalla massa
- Pubblico: indica il settore, le persone o le organizzazioni specifiche su cui ti focalizzi.

COMUNICAZIONE
(Come lo fai sapere)

Come ti fai conoscere dal tuo Pubblico?
Come crei e coltivi una relazione con il tuo Pubblico?
Come evidenzi e sviluppi il tuo Posizionamento?

STRATEGIE:
- Immagine personale
- Identità visuale (logo, grafiche, etc.)
- Identità verbale (bio, CV, payoff, slogan, etc.)
- Tono di voce
- Storytelling
- Libri, pubblicazioni
- Partnership, sponsorizzazioni, pubblicità
- Stampa, media, relazioni pubbliche, networking
- Eventi, contest, presentazioni, public speaking
- Digital e social media marketing
- Piattaforme di selezione

Etc.

CONCORRENTI
Con quali persone, servizi o prodotti ti confronta il tuo Pubblico?

PUBBLICO
(Chi lo deve sapere)

Chi sono le persone più importanti che devi influenzare per raggiungere i tuoi obiettivi?
Chi influenza queste persone?
Quali luoghi, eventi o community frequentano queste persone?

CATEGORIE:
- Clienti, loro clienti (se applicabile)
- Datori di lavoro, loro clienti (se applicabile)
- Professori, mentori
- Manager, colleghi, collaboratori
- Selezionatori, cacciatori di teste
- I tuoi contatti personali
- Influencer (giornalisti, blogger, opinion maker, etc.)
- Utenti, follower, fan
- Community, forum, centri di influenza, associazioni, istituzioni
- Opinione pubblica

Etc.

INVESTIMENTI
(Di cosa hai bisogno)

In quali attività, iniziative, risorse e/o partner investi per fare Personal Branding con successo?

QUANTIFICA CON PRECISIONE QUANTO E COME INVESTI IN:
- Beni, risorse materiali, tempo (es. ore dedicate ai social media)
- Marketing e comunicazione (es. numero di articoli al mese)
- Fornitori, consulenti (es. web designer, coach, etc.)
- Formazione (es. corsi di public speaking, media training, etc.)
- Sviluppo della proprietà intellettuale

Etc.

RISULTATI
(Cosa ottieni)

Quali risultati ottieni facendo Personal Branding?

INDICA SE E QUANTO IL TUO PERSONAL BRAND TI AIUTA AD ESSERE:
1. Conosciuto: sei ricordato dal tuo Pubblico, sa chi sei e/o ti riconosce
2. Compreso: chi sa di te ha chiaro cosa fai (Professione)
3. Valorizzato: chi sa cosa fai ha chiaro perché sei utile, comprende il tuo valore
4. Considerato: chi ti ha valorizzato percepisce il tuo Posizionamento e ti considera come una delle possibili opzioni
5. Scelto: chi ti ha considerato si sente in sintonia con te e ti sceglie rispetto ad altri
6. Confermato: chi ti ha scelto ti rimane fedele (fidelizzazione)
7. Consigliato: ti raccomandano ad altri e parlano bene di te (es. passaparola online).

BigName.it/personal-branding-canvas/
Progettato da Luigi Centenaro (Centenaro.it), fondatore di Bigname® (BigName.it), gli specialisti dell'innovazione di persone e team in azienda.
Ispirato dal Business Model Canvas di Strategyzer.com e BusinessModelYou.com

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Versione: Mag 2018 v 1.4.1

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www.bigname.it/personal-branding-canvas/licenza

BIGNAME Your People.

http://bigname.pro/branding-canvas/

Social Business Model Canvas

Social Innovation Lab

Key Resources	Key Activities	Type of Intervention	Segments	Value Proposition
What resources will you need to run your activities? People, finance, access?		*What is the format of your intervention? Is it a workshop? A service? A product?*	Beneficiary	Social Value Proposition
				Impact Measures
Partners + Key Stakeholders		**Channels**	Customer	
Who are the essential groups you will need to involve to deliver your progamme? Do you need special access or permissions?	*What programme and non-programme activities will your organisation be carrying out?*	*How are you reaching your beneficiaries and customers?*	*Who are the people or organisations who will pay to address this issue?*	*How will you show that you are creating social impact?*
				Customer Value Proposition
				What do your customers want to get out of this initiative?
Cost Structure		**Surplus**	**Revenue**	
What are your biggest expenditure areas? How do they change as you scale up?		*Where do you plan to invest your profits?*	*Break down your revenue sources by %*	

Inspired by The Business Model Canvas

http://masterfacilitator.com/wp-content/uploads/2016/12/Social-Business-Model-Canvas.pdf

net101 SOCIAL MEDIA STRATEGY CANVAS

Objectives

1 Organisational Objectives

- Increase revenue
- Decrease costs
- Increase stakeholder satisfaction (external or internal)

2 Strategic Objectives

- Awareness (brand, campaign or advocacy)
- Prospects/ leads
- Customer service
- Event support
- Recruitment
- Crisis management

3 Target Audiences

Define as a demographic, affinity group, buyer persona or existing fans/ followers

4 Platform Selection & Audience Reach

	Organic	Paid
Facebook	☐	☐
Twitter	☐	☐
LinkedIn	☐	☐
Instagram	☐	☐
Pinterest	☐	☐
YouTube	☐	X
Blog	☐	X
?	☐	☐

5 Content Requirement

- Short-form text
- Long-form text
- Images
- Short-form video
- Long-form video
- Audio

6 Budget Allocation

$_____

- per campaign
- per cycle

7 Audience Actions

Engagement

- Likes
- Comments
- Shares

Media Consumption

- Views
- Plays
- Downloads

Participation

- Poll responses
- Entries
- RSVPs
- Offer claims
- Form submits

CTA Bridge

Visit Website

Visit Account

Visit Us

Contact Us

8 Events/ Goals

Campaign URLs

Website

- Website visit
- Online payment
- Reservation
- Make an appointment
- Create an account
- View product/ service details
- Find a location
- Donation
- Enquiry
- Application
- Email subscription
- Download
- Page views
- Time spent on site
- Media views

Social Media

- New follows
- Direct messages
- Join group

Physical Location

- Trial/ browse
- Purchase
- Meet
- Attend

Contact Centre

- Enquiry
- Lead
- Sale
- Customer service

9 Strategic objective reporting

ROI analysis (reach)

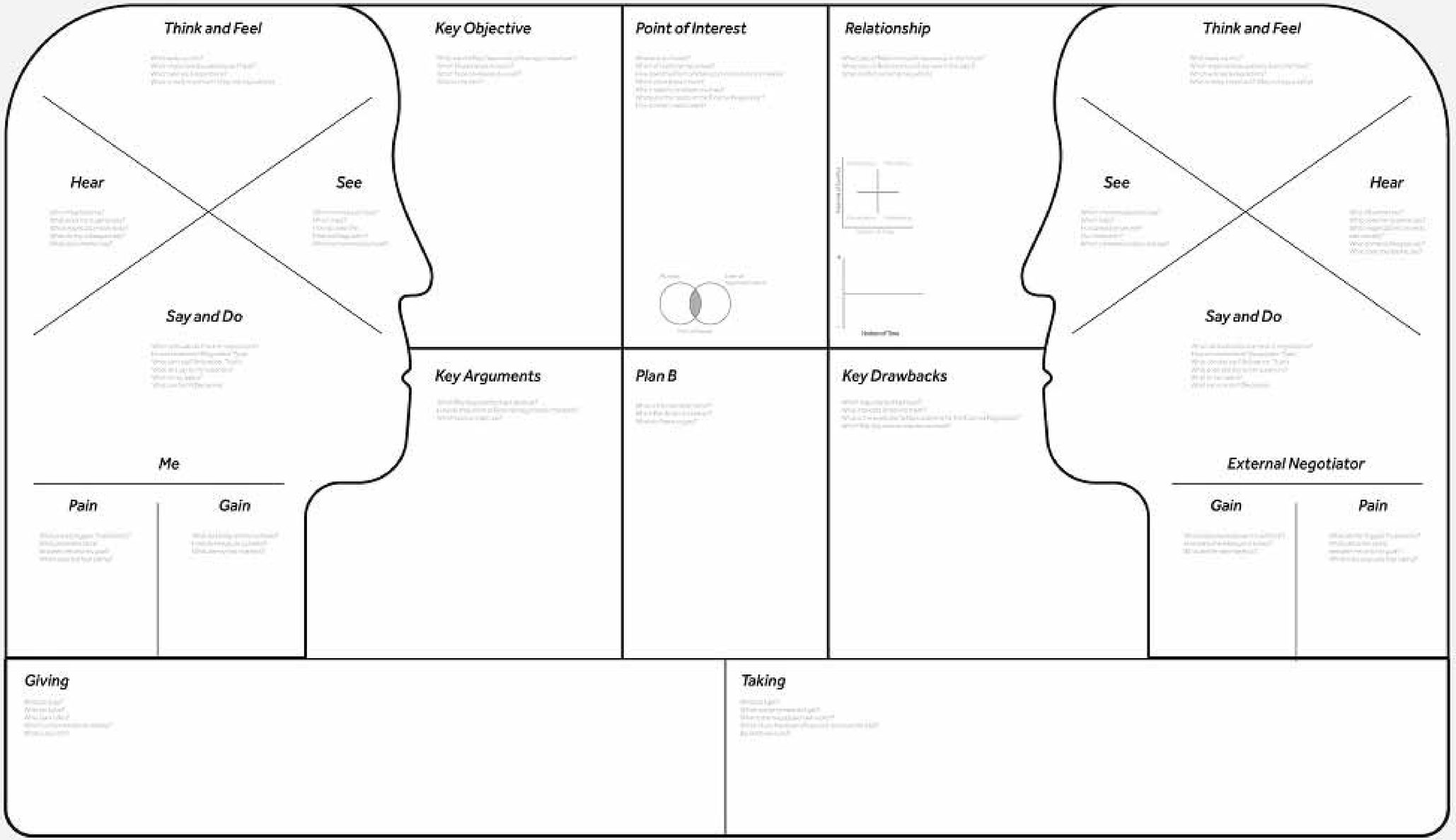
ROI analysis (actions)

ROI analysis (events/ goals)

V6.2

The Empathic Negotiation Canvas

Created by: | Me: | External Negotiator: | Date: | Strategy:



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Visit http://www.stattys.com
Version: 1.0

Practical Business Design Canvas

Title:	Designed for:	Designed by:	Date:	Version:

STRATEGY MODEL

MISSION
What does your business do?
Who does it do it for and in which locations?

VISION
What do you want your business to be?
Simple memorable phrase to unite the workforce; "To be the X of Y".

DRIVERS
What challenges are you facing that is driving change in your business?
These can be regulatory pressures, competition, opportunities from technology, etc.

GOALS
What short, medium and long-term aspirations do you have to move your business towards its vision? These include; increasing growth, reducing costs, maintaining regulatory compliance. Goals can be put into a hierarchy.
Increase growth ⇨ Increase customer volumes ⇨ Increase customer satisfaction

OBJECTIVES
What specific, measurable, time-bound targets do you have? Different parts of the business can be assigned specific contributions. Objectives should link to goals.
Reduce time to onboard new customers by 10% by Q2 2018

objectives are met by courses of action realised into programmes & projects

KPI monitoring informs the business strategy

CHANGE

COURSES OF ACTION
What ideas or solutions are there to meet the objectives?
Run training courses for employees
Launch new product line

PROGRAMMES & PROJECTS
These are courses of action realised into funded projects with business sponsors and specific success factors, which impact capabilities or processes.

METRICS

KPIs
What key metrics will you use to measure the performance of your business or the progress of your change?
Time to onboard customer

programmes update the larger dimensions of the business model

projects update processes

business model and operating model produce metrics

BUSINESS MODEL

CUSTOMERS
What customer segments do you serve?
Where are your customers located?

EXAMPLES
Young Professional, Retired, High Net Worth

CUSTOMER JOURNEYS
What is the customer experience?
Which channels are used?

EXAMPLES
Awareness, Interest, Purchase, Retention, Advocacy
Internet, Face-to-face, Telephone

PRODUCTS
What products and services do you provide?
Is there a hierarchy of products or services?

EXAMPLES
Electronic goods, Equity trading services

CAPABILITIES
Capabilities are WHAT your business does.
It does not matter WHO does it or HOW they happen.
Customer journeys, delivering products to customers, use groups of capabilities linked into value chains.
Capabilities can be decomposed in a hierarchy and split into Core capabilities that are relevant to your customers and Enabling capabilities that are needed to support the business.

EXAMPLES
Market research
Customer onboarding
Sales
HR
Compliance

leads to

OPERATING MODEL

PROCESSES
Processes are HOW the capabilities are performed.
They link people, data and applications together.
The lowest level of capability can be described in an end-to-end process in a set of milestones.
Variations in process by time, location, business, product, etc. can be captured.
Processes are named in "verb-noun" form to distinguish them from capabilities.

EXAMPLES
Develop product strategy
Manage customer feedback
Onboard new employee

PEOPLE
What is the organisation structure?
Where are your people located?
Who are your key partners?

DATA
What conceptual & logical data do you have?
Where is the data stored?

EXAMPLES
Customer, Account, Product, Price

APPLICATIONS
What technology do you use?
Is it strategic or tactical?
How much does it cost to run?

CANVAS CREATED BY: *Thushan Kumaraswamy*

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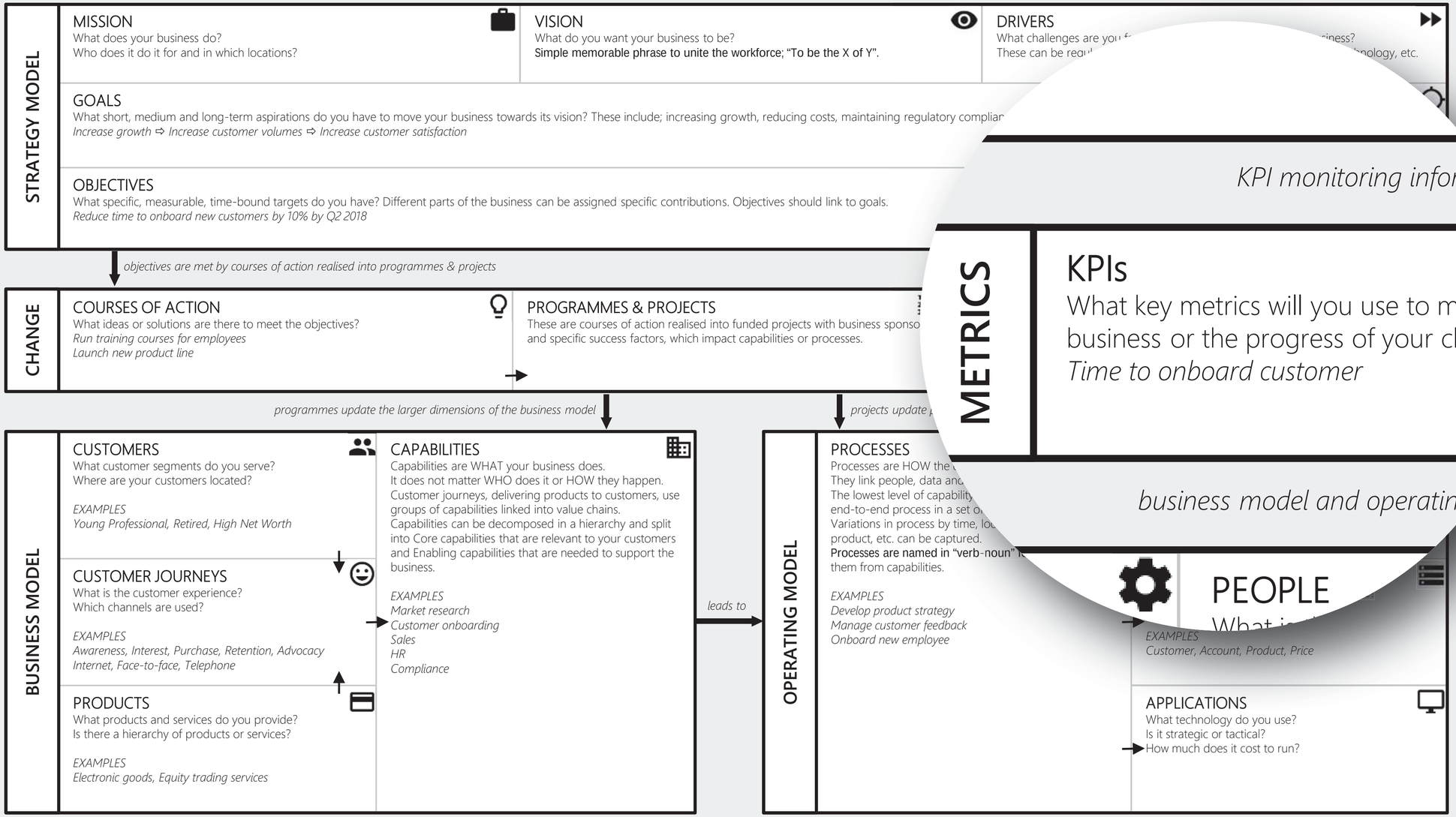
Practical Business Design Canvas

Title:	Designed for:	Designed by:	Date:	Version:



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Business Model - L'Empathy Map

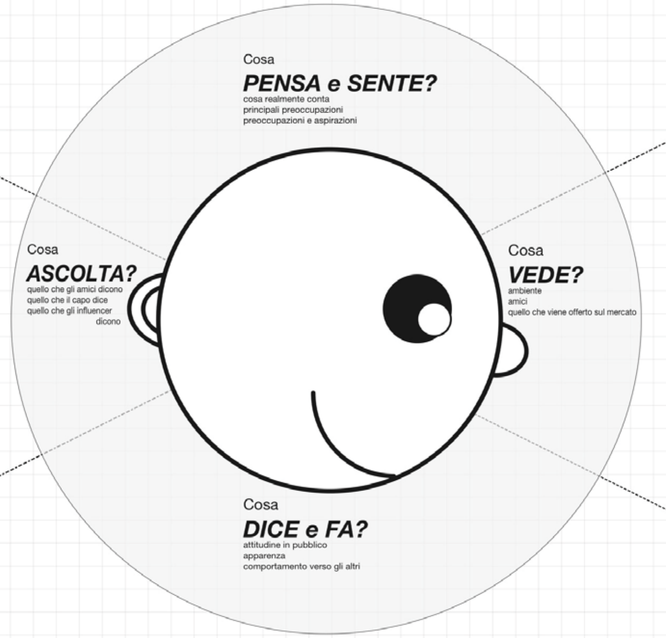
Progettato per:

Progettato da:

Il:

Iterazione:

Prospettiva del Cliente:



DIFFICOLTÀ/SOFFERENZE
paure, frustrazioni, ostacoli

VANTAGGI
desideri/bisogni, indicatori di successo, ostacoli

Federica Brancale

Design Thinking Facilitator
& LEGO Serious Play Lover

PERSONA

A **persona** is a profile representing a particular group of people, such as a group of customers or users, a market segment, a subset of employees, or any other stakeholder group. even though personas are fictional, they make groups of people with similar needs more understandable. They help us relate to groups of people as individuals and give context on the specific challenge they're experiencing.

Use this template and the topics below to create a persona. Here is some inspiration for topics to include in your persona.

TOPICS THAT HELP US RELATE TO THE PERSONA AS A HUMAN:

A quote | Description | Needs | Goals

People, places or situations that influence the way they act

How do they communicate? | How do they make decisions?

Behavioral attributes | Pain points

Hear | See | Think | Feel | Say | Do

TOPICS THAT CONNECT THE PERSONA TO A SPECIFIC PROBLEM, SITUATION, PRODUCT OR SERVICE:

- Expectations of our product/service/technology.
- What are they trying to accomplish?
- What is their overall goal when using our product or service?
- What pain points are they experiencing that they might be trying to overcome?
- What questions might they need answered?
- Jobs to be done: When... I want to... So I can...
- How are they feeling about the experience?
- What really matters to them?

ADDITIONAL DATA:

- **Behavioral data:** purchase history, usage, key activities.
- **Marketing data:** what/how we communicate to our customers, what/how they communicate back or actions they make in return.
- **Relationship data:** help desk interaction, feedback, rating.
- **Demographic data:** name, age, profession, gender, etc.

NAME

QUOTE

EXPECTATIONS OF OUR PRODUCT/SERVICE

PERSONA NOTEPAD V2.0 mr. THINKR

Buyer Persona Canvas™

Created For:

Date

Iteration #1

Buyer Persona

Who are our buyers?
What is the archetype of our buyers?
What is their archetypal background?
What is their archetypal experience?
What is their archetypal balance of professional and personal lives?
What are their areas of focus and responsibilities?
What are the archetypal roles in organizations?

Goals

What are our buyer's business goals?
What are our buyer's personal goals?
What organizational goals affect their buying behavior?

Initiatives

What are the archetypal initiatives of our buyers?
What are the archetypal strategies of our buyers and industry?
Which programs & projects are important?

Buying Process

What buying process do our buyers follow?
What is their archetypal buyer's journey?
How does procurement govern the buying process?

Timing

What are the seasonal patterns of our buyers?
How does formal budget planning affect timing?
What is normal end-to-end buying cycle?

Buyer Thinking

Which attitudes hurt/help us on the part of buyers?
What perceptions & beliefs do our buyers have?
How does buyer thinking affect buying behavior?

Channels

Which channels do our buyers use?
Where are our buyers socially?
What external sources do they frequent?

Why Buy

How do our buyers make choices?
What risks affect buying choices?
How do our buyers balance consequences and payoffs?
How does buyer thinking affect "why" choices?
What are the unlocked drivers for decisions?
What are the unarticulated "why" reasons for decisions?

Influencers, Stakeholders, Buying Team

Who are key stakeholders?
Who are internal influencers? External influencers?
Who participates on buying team?
What role does buyer persona have on buying team?
Who participates in the approval process?

Content and Information

What information and data references do buyers rely on?
How do buyers utilize and share content?
What types of content affects purchase decisions?
What are content buyers seek and when?
How buyers obtain and receive information?

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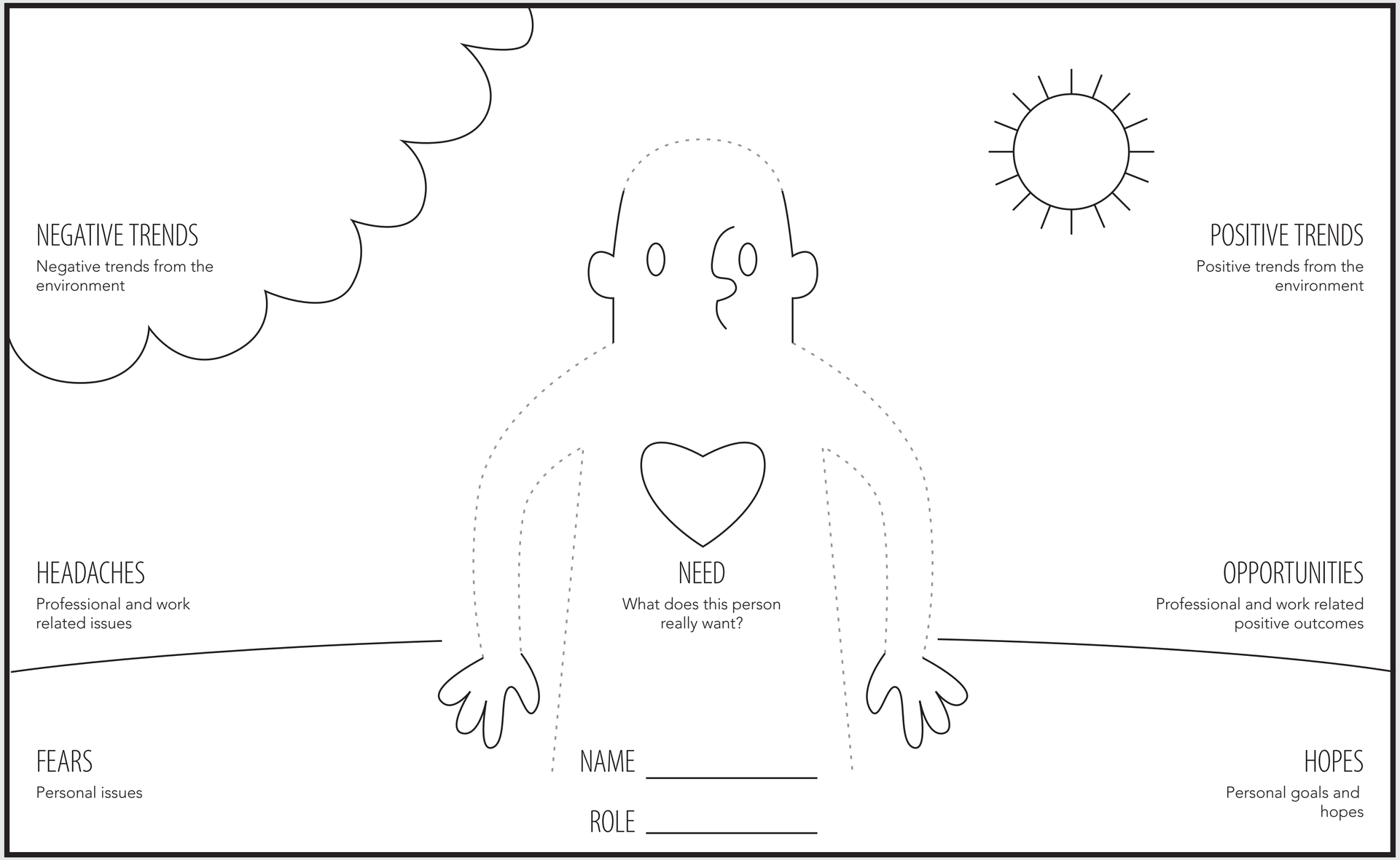
PERSONA CANVAS

DESIGN A BETTER BUSINESS



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ecommerceCANVAS

BETA V.5 del 17.08.2017

a cura di **ecommercemag.it**

Nome progetto	Autore	Data	Versione

STRATEGIA

CREAZIONE VALORIALE
Perché il tuo cliente dovrebbe comprare da te e non da un altro ecommerce?

CLIENTI
Chi è il tuo cliente?
Chi sono i tuoi possibili gruppi di clienti?

PREZZO
A quale prezzo vendi i tuoi prodotti?

PRODOTTO / SERVIZIO
Quali prodotti e servizi vuoi vendere sul tuo ecommerce?
In quali categorie e sottocategorie li organizzerai?
Hai dei possibili raggruppamenti di prodotti che potrebbero essere venduti insieme?

PAESI / LINGUE / VALUTE / PAGAMENTI
In quali Paesi vuoi vendere con il tuo ecommerce?
Con quali lingue vuoi parlare ai tuoi clienti?
Con quali valute si potrà pagare?
Quali modalità di pagamento attiverai?

FORNITORI
Chi produce i prodotti o servizi che vendi?
Hai uno o più fornitori?
Che rapporto hai con questi fornitori?

CONCORRENZA
Come si muove il mercato?
Chi vende il tuo stesso prodotto?
Come si posiziona? Come lo vende?
Punti di forza e di debolezza?

ATTIVITÁ

CONTRATTI
Di quali contratti hai bisogno per il tuo ecommerce?
Sei in grado di soddisfare questa esigenza o ti serve un legale?

TECNOLOGIA
Di quali tecnologie hai bisogno per il tuo ecommerce?
Piattaforma web (e se si quale?)
Applicazione?
Vetrine digitali?
Dispositivi fisici?

PUNTO VENDITA
Qual è il tuo punto vendita?
Una piattaforma tua o una piattaforma di terzi?
Un punto vendita fisico?
Un temporary store?

TEAM
Di quali risorse umane hai bisogno?
Da chi è composto il tuo team?
Quali caratteristiche ha ogni membro del team?

MAGAZZINO
Come gestisci il magazzino?
Come gestisci lo stock prodotti?
Hai gestioni diverse in base alla tipologia di prodotti?
Hai un magazzino interno o esterno?

TRASPORTI
Come trasporterai i tuoi prodotti?
Hai un partner o sei autonomo nel trasporto?

SERVIZIO CLIENTI
Come gestisci il servizio clienti?
L'esperienza per il cliente finale è fondamentale, sai già come dare il miglior servizio?

METRICHE
Ti sei dato degli obiettivi quantitativi e qualitativi?
Quali dati stai raccogliendo?
Quali numeri sono davvero importanti per il tuo business on line?
Quali strumenti usi per fare l'analisi dei dati?

PROMOZIONE

ACQUISIZIONE CLIENTE
Come acquisisci i tuoi clienti?
Da quali canali?
Con quale strategia?

INTRATTENIMENTO CLIENTE
Perché il cliente dovrebbe rimanere sul tuo ecommerce?

VENDITA PRODOTTO
Come venderai il prodotto al cliente?
Come lo convincerai ad acquistare?
(usa la sezione pianificazione per visualizzare le opportunità durante l'anno)

PASSAPAROLA TRA CLIENTI
Come attiverai il passaparola tra i tuoi clienti?

FINANZE

COSTI
Quali sono i costi per il tuo ecommerce?

RICAVI
Quali sono le linee di ricavo del tuo ecommerce?
Quali opportunità puoi trarre per i tuoi ricavi dalla pianificazione delle azioni di marketing?

PIANIFICAZIONE

GEN	FEB	MAR	APR	MAG	GIU	LUG	AGO	SET	OTT	NOV	DIC

Progetto realizzato da Nicola Bertoli per ecommerceMAG.it
distribuito in creative commons sul sito www.ecommercecanvas.it
Per informazioni e feedback scrivere a marketing@ecommercemag.it

BUSINESS APPROACH & STRUCTURE ELEMENTS (BASE) BOARD – EXPLAINED

This is the evolved version of the Business Model Canvas. This starts at the bottom left with 'ME' and moves counter clockwise through 'OFFERING' and then on to 'STRATEGY' and completed with 'OPERATIONS'.

Designed by: Steven Fisher and Ja-Nae Duane
The makers of The Startup Equation

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ENGAGEMENT CANVAS

Company | Employee(s)

Why You Exist:

What is the purpose, mission, or belief that inspires your company to exist?

1

Key Strategies:

What do you focus on in order to accomplish the mission? What is it about the approach of the business that is special and necessary for success? (i.e. innovation, customer happiness, quality)

2

Key Metrics:

How do you measure your key strategies? (i.e. NPS®, productivity, quality score, online product ratings, revenue growth, service response time)

3

Culture Aspirations:

This is a description of what your culture would look like if your vision for an engaged workplace was realized.

Culture Statement:

This is a simple, clear statement describing your culture that everyone can understand and easily articulate.

7

Unique Organizational Characteristics:

These are the attributes about your organization that make it a unique place for employees.

5

Communication Channels:

How do you reach and interact with employees?

6

Engagement Exemplified:

Give examples of employees who are highly engaged. Think of the employees that you would fight hard to keep and list their common engagement characteristics.

Constituencies:

Identify segments of employees within your organization who have distinct needs.

4

Resources Applied:

What resources have you already invested to improve employee engagement? (i.e. people, programs, tools)

8

Emplify Score:

9

3 Key Employee Needs:

Identify three employee needs that you think will improve engagement.

10

#EventCanvas™

event name:

stakeholder:

day | month | year

designed for:

designed by:

version

pains

What are his / her fears, frustrations, obstacles?
What makes him/her feel bad?

commitment

What sacrifice is he/she expected to make to attend this event (time, compromise, opportunity cost)?
What does he/she choose not to do, not to be at or not to go to because of this event?

return

What does he/she walk away with after the event?
What would he/she expect in return for going to this event?

gains

What does he/she want, need, dream about?
What benefits is he/she seeking?

entering behaviour

Before this event:

How would you describe his/her current behaviour?

What are his/her present skills, knowledge level, attitude, connections?

What does he/she say and do?

What is his/her behaviour towards others?

What is his/her attitude in public?

How would you describe his/her appearance?

use an empathy map to assess current & desired behaviour: www.eventcanvas.org/empathymap

experience journey

What chronological touch points does he / she experience before, during and after the event?

How does this experience shape the intended behaviour change?

Where can you over deliver against expectation? What are the make or break moments?

exiting behaviour

As a result of this event:

What new skills, knowledge, attitude and connections has he/she acquired?

What is his/her attitude in public?

How would you describe his/her appearance?

What does he/she say and do differently?

jobs to be done

What is this stakeholder trying to get done?

A task they are trying to perform, problems they are trying to solve or the needs they are trying to satisfy?.

What is on their to-do list?

promise

How does this event create value for this stakeholder?

Why should this stakeholder contribute?

How does the event get his/her jobs done?

Does this promise alleviate pains and create gains?

What does he/she need to learn? How can that best be learned?

What skills and knowledge need to be learned? Whom does the stakeholder need to get to know?

What attitude needs to be changed? How is that reflected in the schedule and programme?

instructional design

expectation

Expectations are based on previous experiences, word-of-mouth, social media and marketing messages.

cost

What are the fixed and variable costs of this event for this stakeholder?

revenue

What are the financial revenue streams of the event for this stakeholder?

satisfaction

What does he/she tell others?

How would he/she qualify this experience?

eventcanvas.org

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#EventCanvas version 20171027

EVENT STORYBOARD CANVAS, #ESB

Designer name(s):

Client:

Event name:

Date:

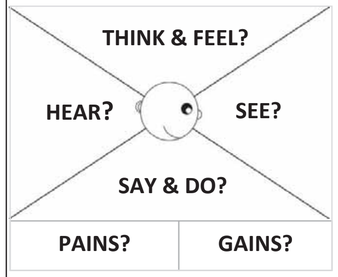
Version:

1 What are your goals

4 Customer Journey StoryBoard

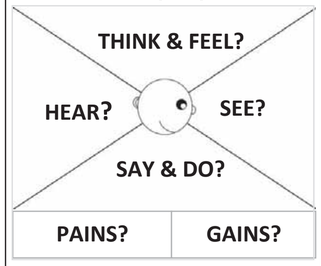
2 When are you satisfied

3 Who is your customer



Empathy map

5 What does your event achieve (ROI)



Empathy map

Start — Time line — End

Empathy map is developed by Scott Matthews of XPLANE

EVENT STORYBOARD CANVAS

StoryBoard.events

Version: 041115: 0.1

Event StoryBoard Canvas (#ESB) by Martijn Timmermans & Tim Corporaal is licensed under a Creative Commons Attribution-NoDerivatives 4.0 International License.
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Workshop Title:

Date:

Workshop Preparation Canvas

Created by Toby Sinclair

Purpose

Why is this workshop happening?
What is the intended legacy of this workshop?
What is the consequence of not holding this workshop?

Practicalities

Where and when will the workshop take place?
What room setup is required?
What materials are required?

Participants

Who is going to be there?
What is their role in the workshop?
What are their needs?

Products

What are the inputs to the session?
What needs to be prepared beforehand?
What tangible items will we leave with?

Process

What is the agenda?
What steps are required to meet the purpose?
When will the breaks be?

Principles

“We work best when…..”
How will decisions be made?
What are the workshop values?

WORKSHEET 2

EVALUATE MARKET OPPORTUNITY ATTRACTIVENESS

NAME

DATE

Use this worksheet for every market opportunity you would like to evaluate.

Market Opportunity:

POTENTIAL

LOW | MID | HIGH | SUPER HIGH

COMPELLING REASON TO BUY
Unmet need
Effective solution
Better than current solutions

LOW | MID | HIGH | SUPER HIGH

MARKET VOLUME
Current market size
Expected growth

LOW | MID | HIGH | SUPER HIGH

ECONOMIC VIABILITY
Margins (value vs. cost)
Customers' ability to pay
Customer stickiness

CHALLENGE

LOW | MID | HIGH | SUPER HIGH

IMPLEMENTATION OBSTACLES
Product development difficulties
Sales and distribution difficulties
Funding challenges

LOW | MID | HIGH | SUPER HIGH

TIME TO REVENUE
Development time
Time between product and market readiness
Length of sale cycle

LOW | MID | HIGH | SUPER HIGH

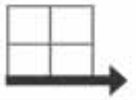
EXTERNAL RISKS
Competitive threat
3rd party dependencies
Barriers to adoption

OVERALL POTENTIAL

LOW | MID | HIGH | SUPER HIGH

OVERALL CHALLENGE

LOW | MID | HIGH | SUPER HIGH



Use the overall ratings to situate each market opportunity on the Attractiveness Map.

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WORKSHEET 3

DESIGN YOUR AGILE FOCUS STRATEGY

NAME

DATE

Build a smart portfolio around your Primary Market Opportunity to mitigate your risk and increase your value.

I. Choose a Primary Market Opportunity to focus on (based on the Attractiveness Map).

II. Pick other attractive market opportunities from your set to examine possible Backup and Growth Options.

Relatedness to your Primary Market Opportunity:

PRODUCT RELATEDNESS
To what extent do the products share: technological competences, required resources, necessary networks

MARKET RELATEDNESS
To what extent do the customers share: values and benefits, sales channels, word-of-mouth

Suitable as:

BACKUP OPTION
Attractive market opportunities that do not share major risks with your Primary Market Opportunity to allow for a change in direction

☐ Backup	☐ Backup	☐ Backup

GROWTH OPTION
Attractive market opportunities that allow your business to create additional value

☐ Growth	☐ Growth	☐ Growth

III. Design your Agile Focus Strategy:

- Keep at least one Backup and one Growth Option open
- Decide if any option is worth pursuing now
- Place the rest in storage

Pursue now / Keep open / Place in storage	Pursue now / Keep open / Place in storage	Pursue now / Keep open / Place in storage

Mark your strategy on the Agile Focus Dartboard.

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The Growth Marketing Canvas™

Leverage the power of a full-funnel growth strategy

Designed for:

Date:

Target Audience

Define the persona of your customer segment

Value Proposition(s)

Why these customers will buy from you

North Star Metric

What metric measures the added value for your customers

WOW Moment

Users are amazed by the value proposition

Product DNA

Customers need your offering and are hooked

Awareness

People know you

Channels:
SEO, SEM, Content, Affiliate, PR, Social networks, Mailing, ASO

Metrics:
Visits, Impressions/reach, CTR, CPC, CPM, Bounce rate, Engagement rate

Acquisition

Visitors are identified

Channels:
Blog, White papers, Chat widgets, Newsletter subscription form, Landing pages, Webinars, Retargeting, Quizzes, Exit popups, Tools

Metrics:
Email subscriptions, resources downloads, chats, cost per lead, trial signups

Activation

Users have a great first experience

Channels:
User experience, traditional sales, tutorials, customer support, onboarding, drip campaigns

Metrics:
Freemiums, loss-leader product sales, core feature usage, onboarding success rate, hits/signups, CAC

Retention

Users come back

Channels:
Email marketing, Customer lifetime marketing, retargeting, product marketing, additional features, push notifications

Metrics:
Churn rate, app usage, returning customers, DAU, MAU

Revenue

Users' behavior generates revenue

Channels:
UX, Sales, product, checkout process

Metrics:
CLV, Conversion rate, upselling, abandonment rate, cross-sells, average cart size, CLV/CAC rate

Referral

Users bring new users

Channels:
Referral marketing, core referral functionnalities, sharing mechanisms, app ratings, testimonials, viral campaigns, inherent virality

Metrics:
User invites, social shares, viral coefficient, backlinks, NPS, Referral transaction / total transactions

Designed by: Jean-Christophe Cuvelier & Thomas Paris | This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit: https://creativecommons.org/licenses/by-sa/4.0/ or send a letter to Creative Commons, 171 Second Street, Suite 300, San-Francisco, California, 94105, USA.

Version: 1.19

www.growthmarketingcanvas.com

MAD Kings

Service: Created by: Date:

USERS

1. Users

Who are / will be the service users?
Who are the most important users?

2. Service proposition

Why would someone use the service?
What value does the service bring?

3. Channels

Through which channels (e.g. online, mobile, telephone, shop) is / should the service be available?
Which channels are most cost effective?
Which channels are users like to favour?

4. Usage

How should / do users use the service?
How frequently is / will the service be used?

SERVICE DELIVERY

5. Actors

Who is / will be involved in delivering the service?
Who are / will be the key partners, suppliers and stakeholders?

6. Key activities

Which key activities are required to deliver the service?
What resources are required for those activities?
Which are the most important activities?

RISKS

7. Challenges

What current challenges exist?
What challenges do you foresee in the future?

8. Competitors

What other similar services are available?
Who are the key competitors?
What other options do users have?

PERFORMANCE

9. ROI

How will the service deliver an ROI?
What are the costs vs the benefits?
How can the service be delivered more cost effectively?

10. KPIs

Which KPIs are / can be used to track the performance of the service?
What are the key KPIs?

UX for the masses

www.uxforthemasses.com

Service: Spotify

Created by: Neil Turner Date: 23/9/15

USERS

1. Users

Who are / will be the service users?
Who are the most important users?

- **Music lovers** – Likely to already have a well established music collection (physical or digital). Want access to lots of music and to listen to the latest tracks.
- **Music likers** – Not as fanatical about their music but still plays an important part of their life. Might not have an established music collection and more likely to listen to the radio than their own music.
- **Music rarelys** – Rarely actively listens to music (it might be on in the background) and wouldn't consider themselves a music lover. Will occasionally seek out music e.g. dinner party background music.
- Music likers likely to be the larger group but music lovers more important as likely to be early adopters and trend setters.

2. Service proposition

Why would someone use the service?
What value does the service bring?

- Ability to play (almost) any music at will.
- Access to music anywhere (e.g. home, work)
- Discover great music
- No longer have to carry music collection with you (e.g. physical CDs, MP3s).
- Find out what others are listening to.
- Find out what the latest music is.
- Show off your great music taste to friends.
- Create shared listening experiences (e.g. playlist).
- Create anywhere playlists.
- Run out of space on your phone / MP3 player? Never have to worry about available space again.

3. Channels

Through which channels (e.g. online, mobile, telephone, shop) is / should the service be available?
Which channels are most cost effective?
Which channels are users like to favour?

- Streaming via website
- Mobile app
- Desktop app
- Apps likely to provide best user experience, but require initial download overhead.

4. Usage

How should / do users use the service?
How frequently is / will the service be used?

- Self-service (inc. resolving problems)
- Balanced usage (to avoid peaks of demand)
- Share and recommend service to friends and family
- Create playlists
- Download apps (e.g. mobile)
- Seek out recommendations and new music
- Daily usage for power users
- A few times a week for regular users
- Monthly, or less for infrequent users
- Very long user life cycle (if the service continues to deliver and benefits outweigh the costs)

SERVICE DELIVERY

5. Actors

Who is / will be involved in delivering the service?
Who are / will be the key partners, suppliers and stakeholders?

- Support staff (e.g. customer service)
- Artists
- Music labels
- Music bloggers and journalists
- Media (e.g. Radio, music TV channels)

6. Key activities

Which key activities are required to deliver the service?
What resources are required for those activities?
Which are the most important activities?

- Signing artists
- Curating content (e.g. Playlists)
- Blogging
- Promoting Spotify (e.g. music festivals, music websites)
- Updating website and app
- Resolving support issues

RISKS

7. Challenges

What current challenges exist?
What challenges do you foresee in the future?

- Persuading artists to buy-in to the royalty model
- Persuading customers to upgrade from the free service, to the premium service
- Changing in-grained music listening habits
  (e.g. radio, buying albums)
- Differentiating from other similar music streaming services (e.g. napster)
- Technology not ready yet for all users (e.g. Broadband connection)
- Music labels / Artists pulling music
- Undercut by competition (e.g. subscription price)

8. Competitors

What other similar services are available?
Who are the key competitors?
What other options do users have?

- Other streaming services e.g. Amazon Prime music, napster
- Digital downloads e.g. iTunes, Google play
- Illegal download sites e.g. BitTorrent
- Physical music e.g. CDs
- Radio
- Music TV channels

PERFORMANCE

9. ROI

How will the service deliver an ROI?
What are the costs vs the benefits?
How can the service be delivered more cost effectively?

- Customers upgrading to premium subscriptions
- Advertising revenue stream (free subscription only)
- Partners (e.g. music labels) paying to be featured
- App purchase royalties
- Music royalty payments
- Infrastructure costs (e.g. web servers)
- Product development costs (e.g. website, apps)
- Support costs (e.g. help)
- Customer self service (to reduce support costs)

10. KPIs

Which KPIs are / can be used to track the performance of the service?
What are the key KPIs?

- Number of subscriptions
- % of premium subscriptions
- Song plays
- Frequency of use
- Shares (e.g. playlists)
- Number of available songs / artists
- Customer satisfaction (e.g. Net promoter score)
- App purchases
- Email subscriptions
- Music discovery usage (e.g. Radio, Discover feature)

UX for the masses

www.uxforthemasses.com

Stakeholder map

STAKEHOLDER MAP

TITLE OR FOCUS OF THIS STAKEHOLDER MAP

STAKEHOLDERS

EXAMPLE STAKEHOLDER
Rémi - Coffee shop owner

NAME / DESCRIPTION

NAME / DESCRIPTION

NAME / DESCRIPTION

NAME / DESCRIPTION

NAME / DESCRIPTION

NAME / DESCRIPTION

NAME / DESCRIPTION

NAME / DESCRIPTION

NAME / DESCRIPTION

RELATIONSHIPS / VALUE EXCHANGE

EXAMPLE RELATIONSHIP
Trust

NAME

NAME

NAME

NAME

NAME

NAME

NAME

NAME

NAME

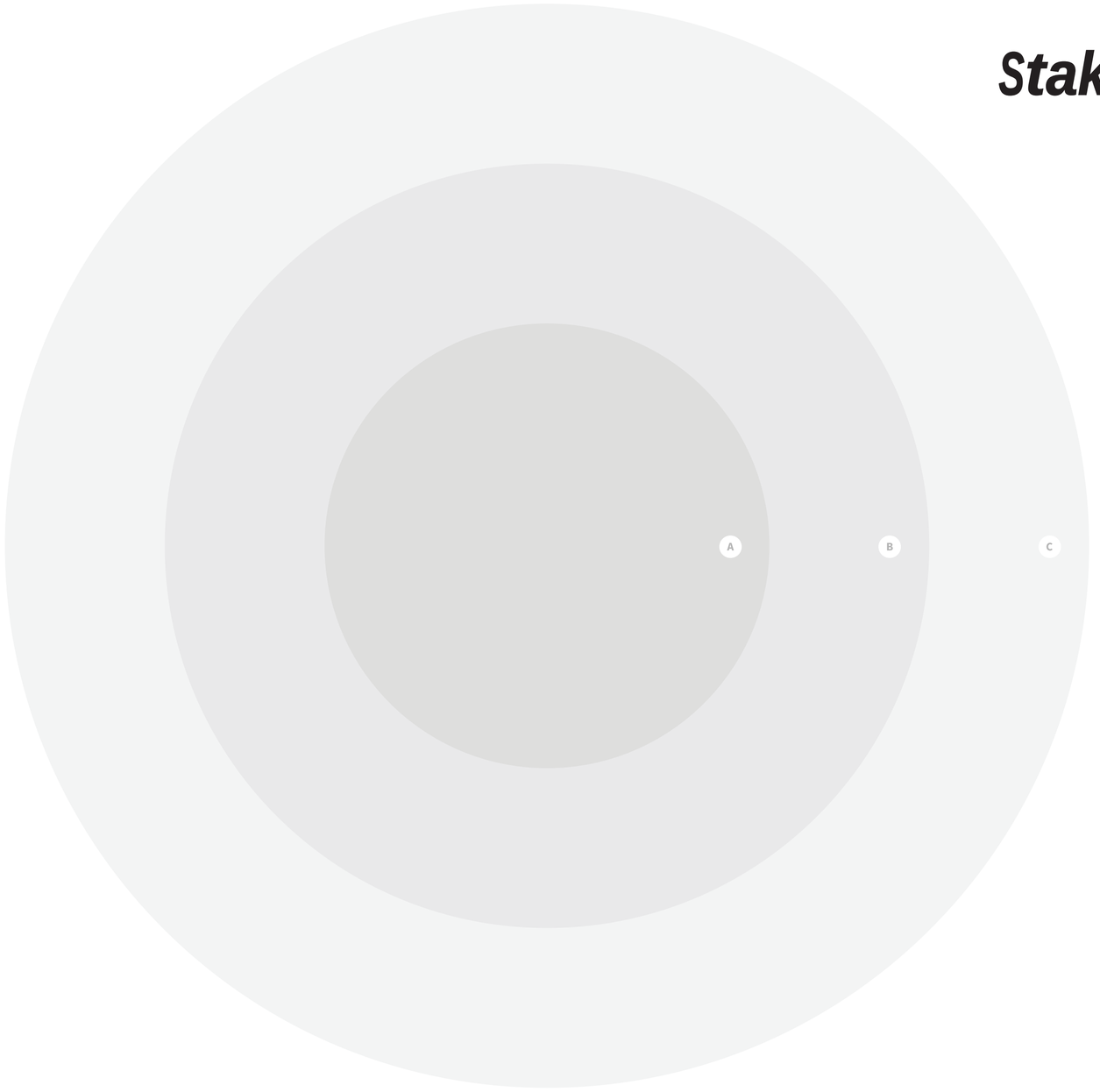
NAME

LEGEND

A

B

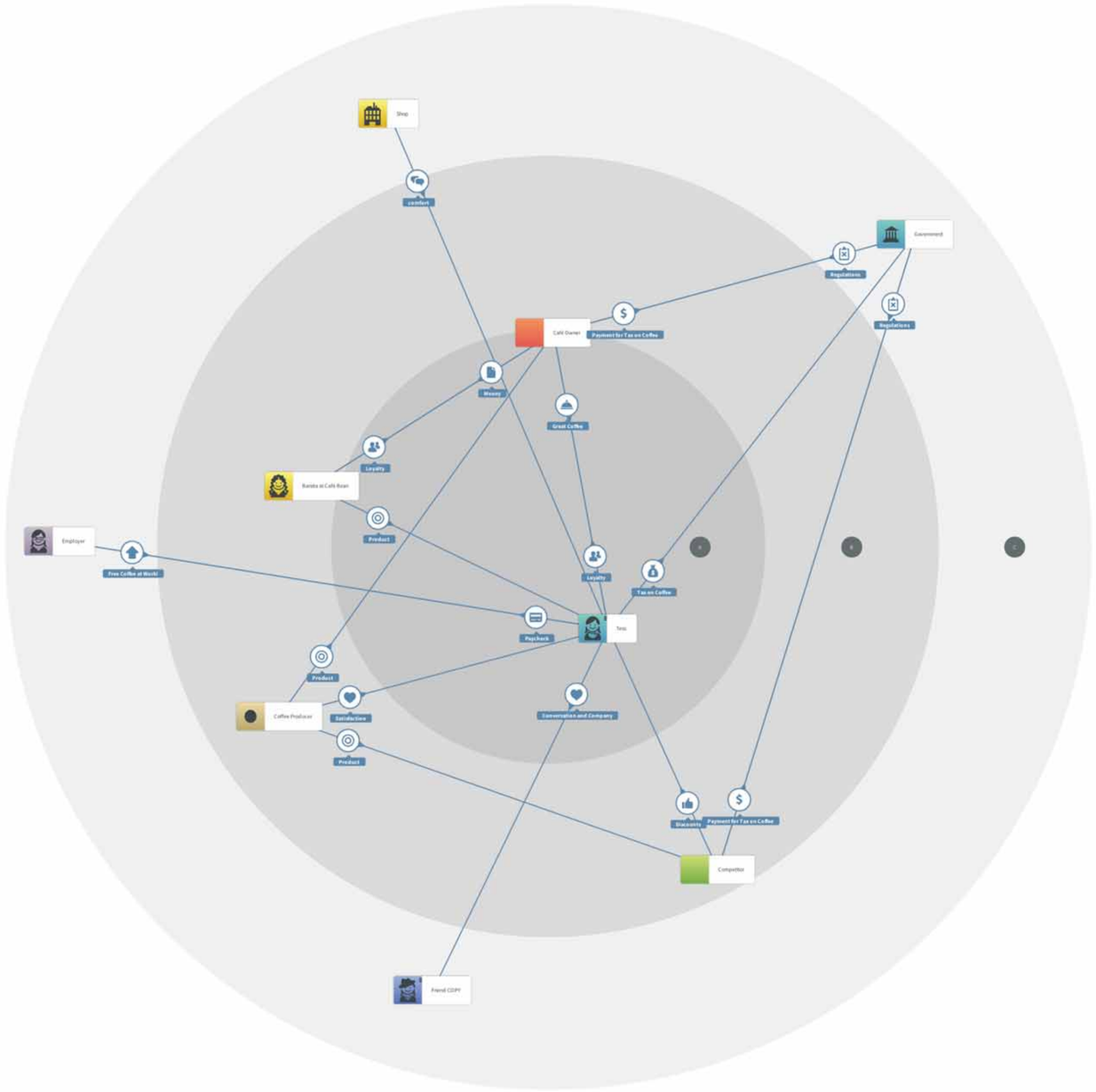
C

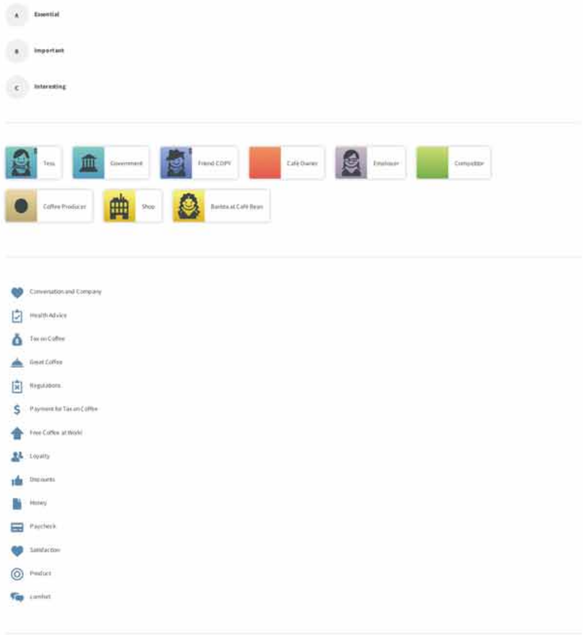


Focus: Understand and Improve Our Customer's Experience
STAKEHOLDER MAP

Coffee Project (multiple journeys)
PROJECT

16 March 2017
EXPORT DATE





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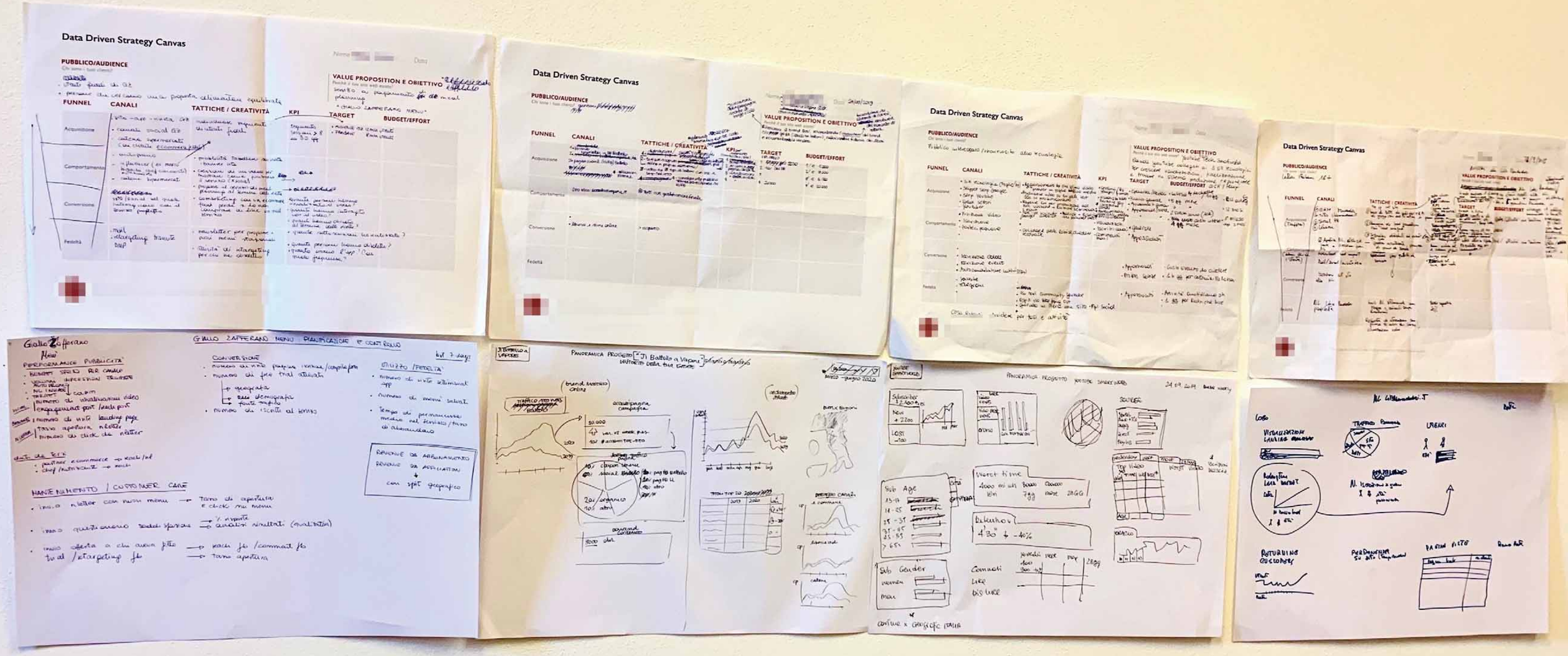
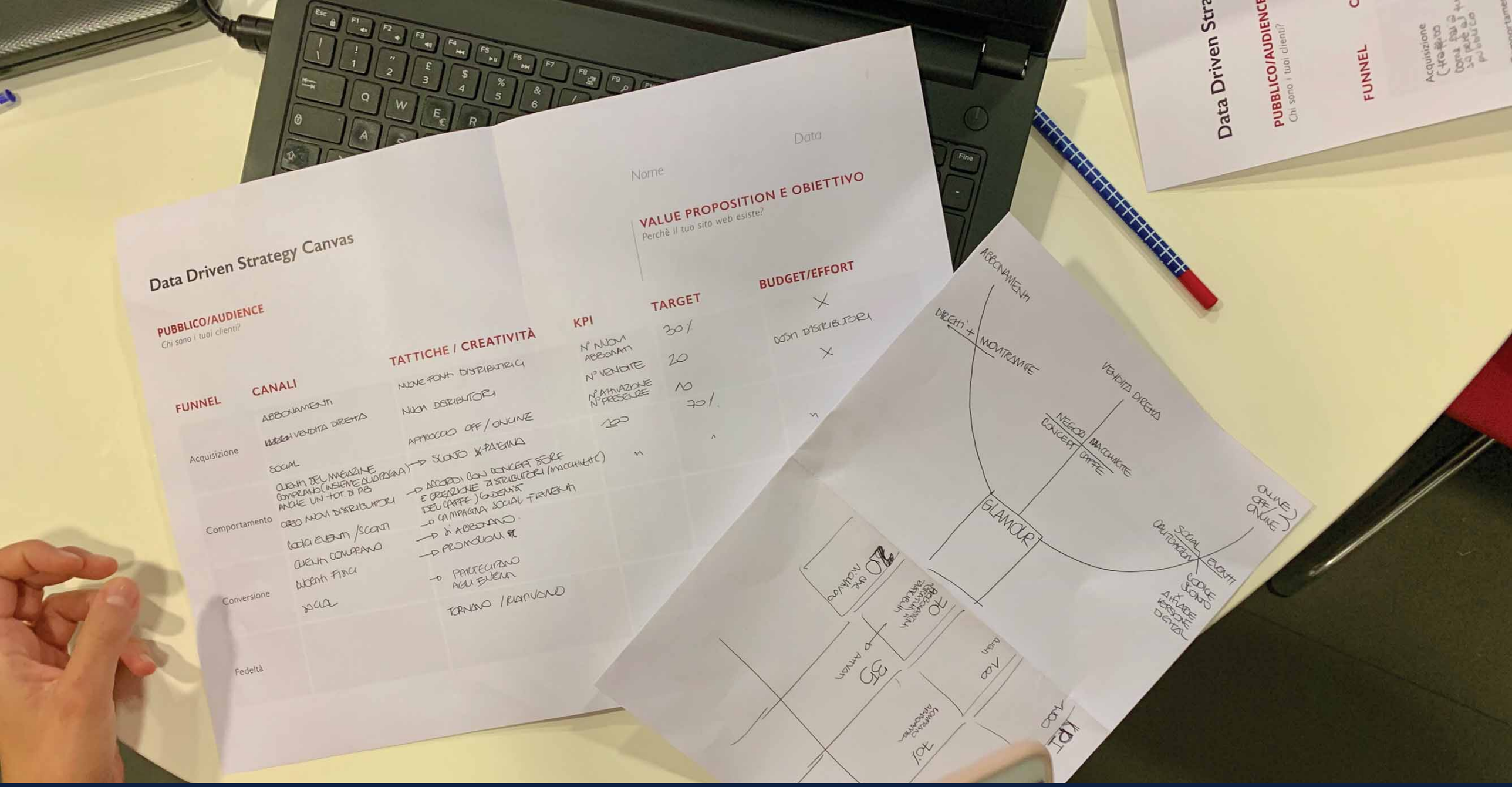
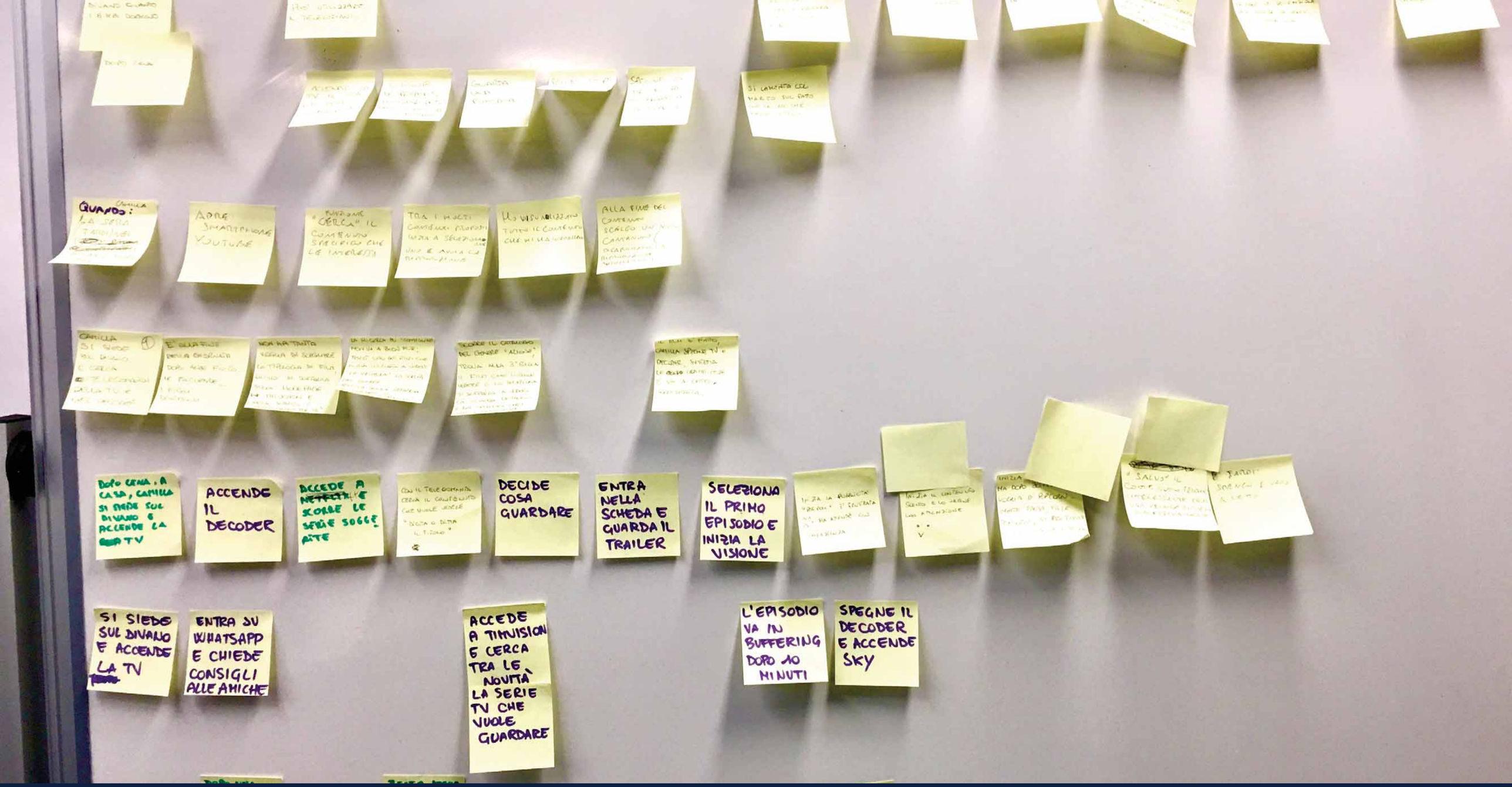

Data Driven Strategy Canvas
PUBBLICO/AUDIENCE
FUNNEL
CANALI
TATTICHE / CREATIVITÀ
KPI
TARGET
BUDGET/EFFORT
VALUE PROPOSITION E OBIETTIVO
Acquisizione
Comportamento
Conversione
Fedeltà


Data Driven Strategy Canvas
PUBBLICO/AUDIENCE
Chi sono i tuoi clienti?
FUNNEL
CANALI
TATTICHE / CREATIVITÀ
KPI
TARGET
BUDGET/EFFORT
Acquisizione
Comportamento
Conversione
Fedeltà
Nome
Data
VALUE PROPOSITION E OBIETTIVO
Perchè il tuo sito web esiste?
Data Driven Stra
PUBBLICO/AUDIENCE
Chi sono i tuoi clienti?
FUNNEL
Acquisizione
ABBONAMENTI
DIRETTI + MONTRAMITE
VENDITA DIRETTA
NEGOZI
CONCEPT
MACCHINETTE
CAFFE
GLAMOUR
SOCIAL
EVENTI
ONLINE
OFF/ONLINE
CODICE SCONTO
AFFIDARE VERSIONE DIGITAL
KPI

Torta cocco e yogurt

La Provincia
FRATELLI D'ITALIA
Il sollievo «Siamo miracolati»
Il caso Per ringraziarli offre droga ai pompieri
Voto Il centrodestra tratta Letta promuove Galimberti
ALL'INTERNO IL SERVIZIO SPECIALE "SALUTE & BENESSERE"
+66,4% Export agroalimentare Record cremonese
-7,33 Reportage con i droni sul Po in secca
Mobilità Cremona maglia nera
Voto Nel centrodestra gelo Lega-Forza Italia
Rischio nucleare Caorso, dismissione lenta Ancora stoccati seimila fusti radioattivi
OGGI L'INSERTO L'ECONOMIA DI CASALMAGGIORE E DEL SUO TERRITORIO
Voto Centrodestra in st
CREMA PRESA LA BANDA DELLE RAPINE IN VILLA
La storia Adelaide-Cremona Lucy tra studio e basket
LA RUBRICA FAKE NEWS - LE BUFALE DEL WEB È A PAG
Data Driven Strategy Canvas
Centrodestra Zagni è il candidato Bossi: «Via libera dal segretario»
Via del Sale Sette colpi in
Il quartiere ha sempre p


QUANDO:
DOPO CENA, A CASA, CAMILLA SI SIEDE SUL DIVANO E ACCENDE LA TV
ACCENDE IL DECODER
ACCEDE A NETFLIX E SCEGLIE LE SERIE SOGGETTE
DECIDE COSA GUARDARE
ENTRA NELLA SCHEDA E GUARDA IL TRAILER
SELEZIONA IL PRIMO EPISODIO E INIZIA LA VISIONE
SI SIEDE SUL DIVANO E ACCENDE LA TV
ENTRA SU WHATSAPP E CHIEDE CONSIGLI ALLE AMICHE
ACCEDE A TIMVISION E CERCA TRA LE NOVITÀ LA SERIE TV CHE VUOLE GUARDARE
L'EPISODIO VA IN BUFFERING DOPO 10 MINUTI
SPEGNE IL DECODER E ACCENDE SKY

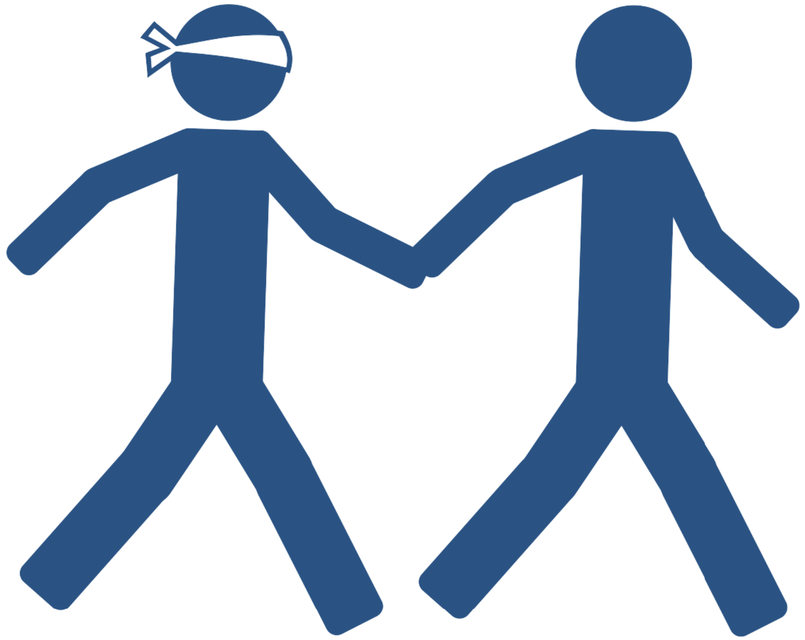
Riepilogo

- Definizione di design thinking
- Modelli
- Metodi per implementarli
- Canvas per il digital marketing (25 !!!)

Workshop data driven strategies

YOU CAN'T IMPROVE WHAT YOU DON'T MEASURE.

Senza un measurement plan



Strategie utilizzate?

Connessione agli obiettivi chiave?

Prestazioni e impegni delle strategie?

Creare il measurement plan

1. Obiettivi

2. Strategie e tattiche

3. KPI

4. Segmenti

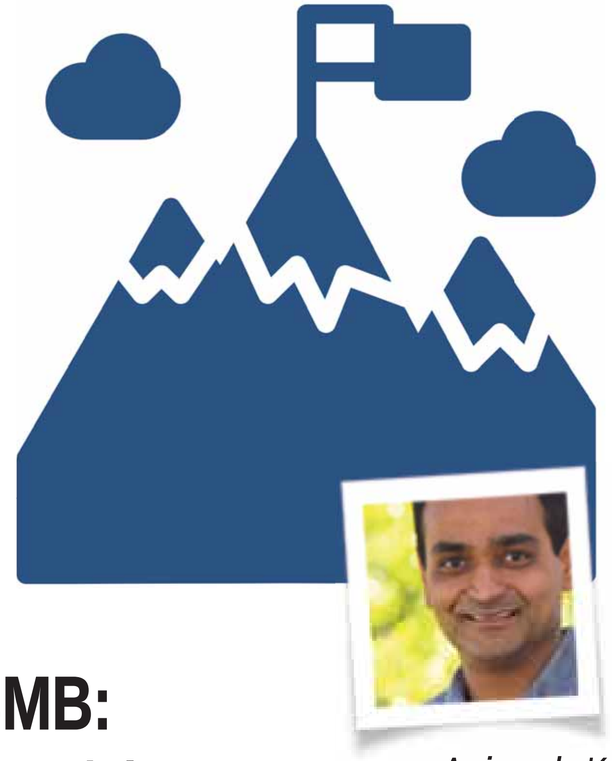
5. Target

1.
Definisci i tuoi obiettivi

Quali sono i tuoi obiettivi aziendali?

1. Definisci i tuoi obiettivi

Quali sono i tuoi obiettivi aziendali?



Avinash Kaushik

DUMB:

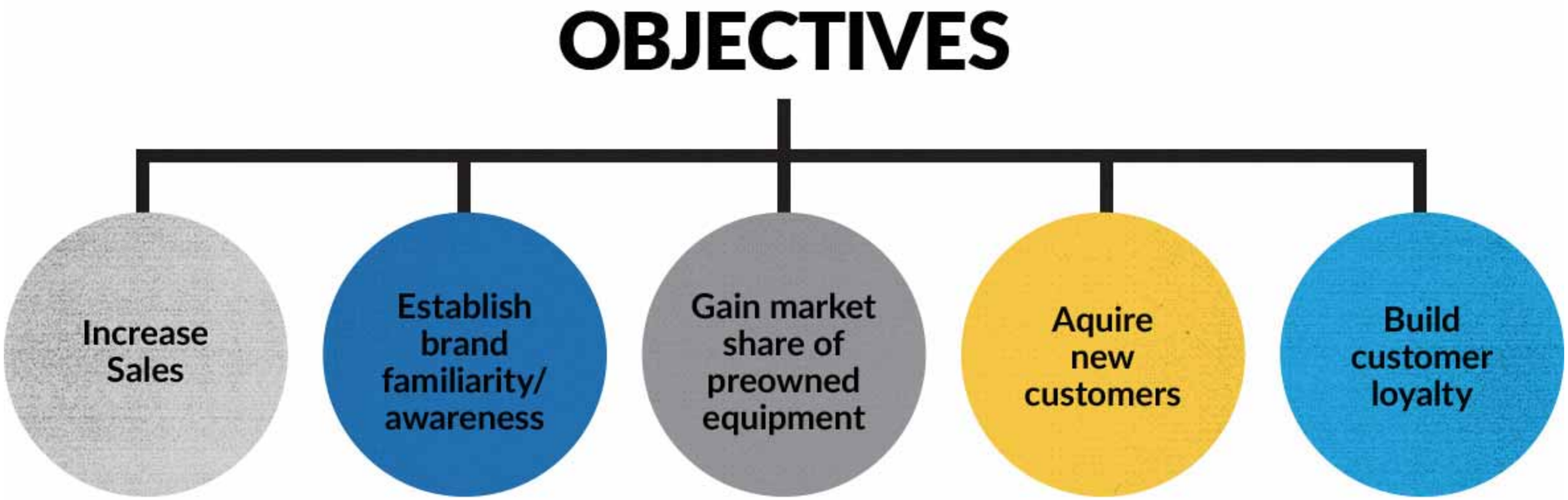
- Doable
- Understandable
- Manageable
- Beneficial

1. Definisci i tuoi obiettivi

Quali sono i tuoi obiettivi aziendali?

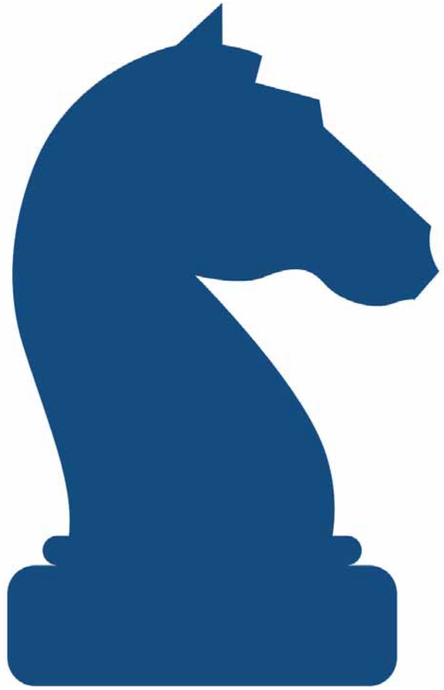
- aumentare le vendite
- migliorare la reputazione
- acquisire nuovi clienti
- conquistare il mondo !!!

Possibili obiettivi



2. Strategie e tattiche

per raggiungere ciascun obiettivo



2. Strategie e tattiche

per raggiungere ciascun obiettivo

- **Ecommerce**
  vendere prodotti online

2. Strategie e tattiche

per raggiungere ciascun obiettivo

- **Ecommerce**
  vendere prodotti online
- **Blog/Sito web editoriale**
  acquisire e-mail dai lettori

2. Strategie e tattiche

per raggiungere ciascun obiettivo

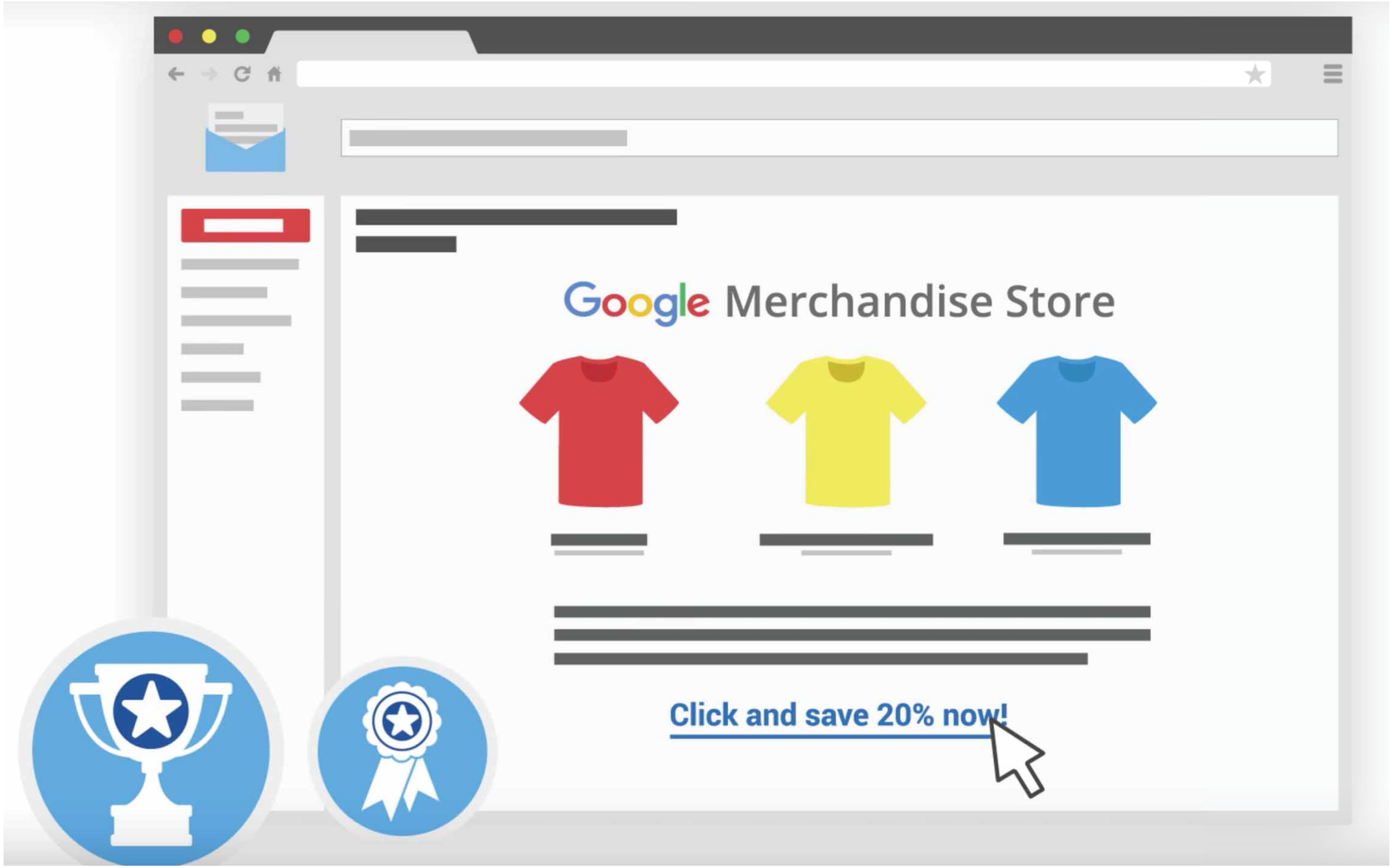
- **Ecommerce**
  vendere prodotti online
- **Blog/Sito web editoriale**
  acquisire e-mail dai lettori
- **Sito Web di marketing**
  portare traffico e convertire in lead

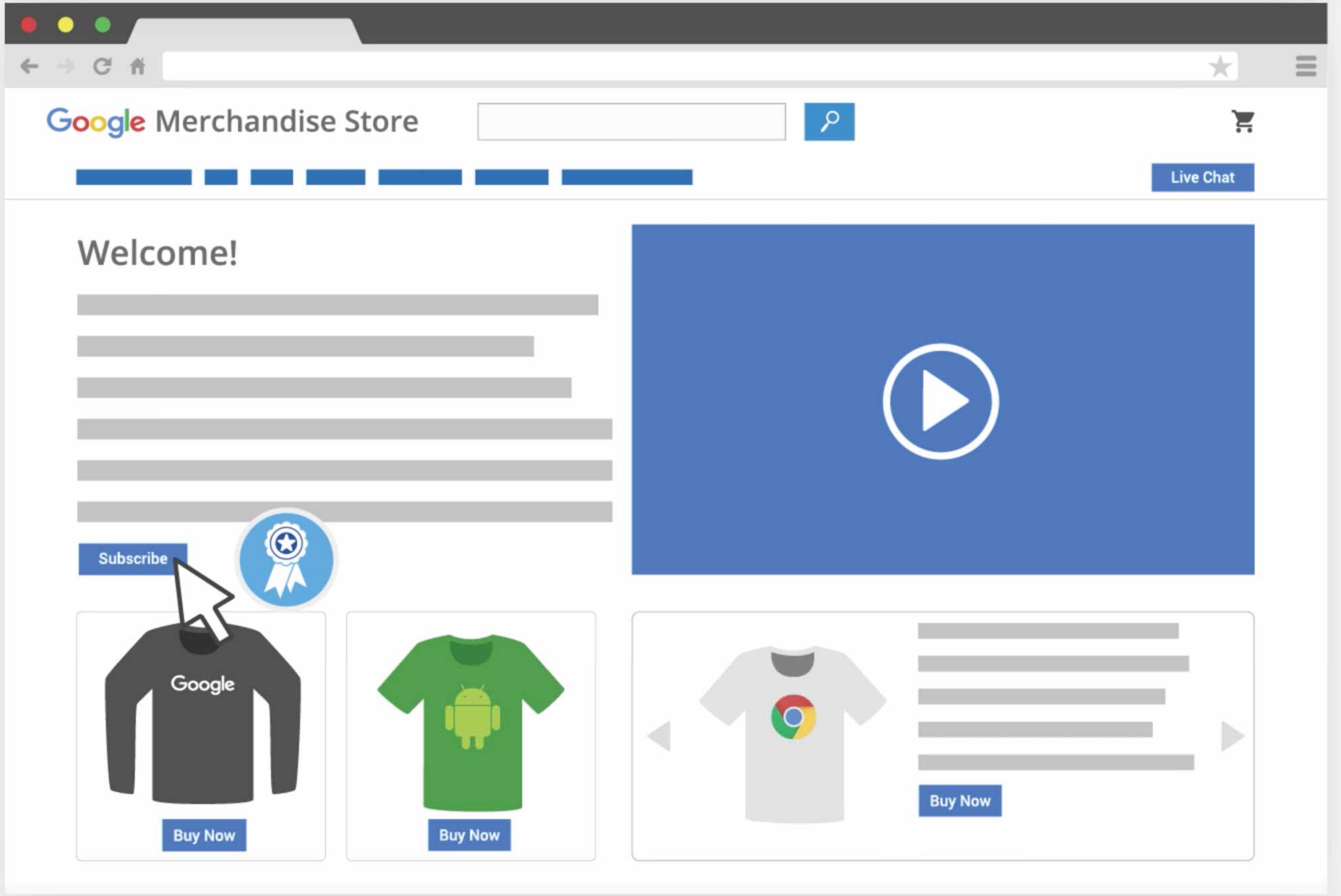
Strategie e tattiche

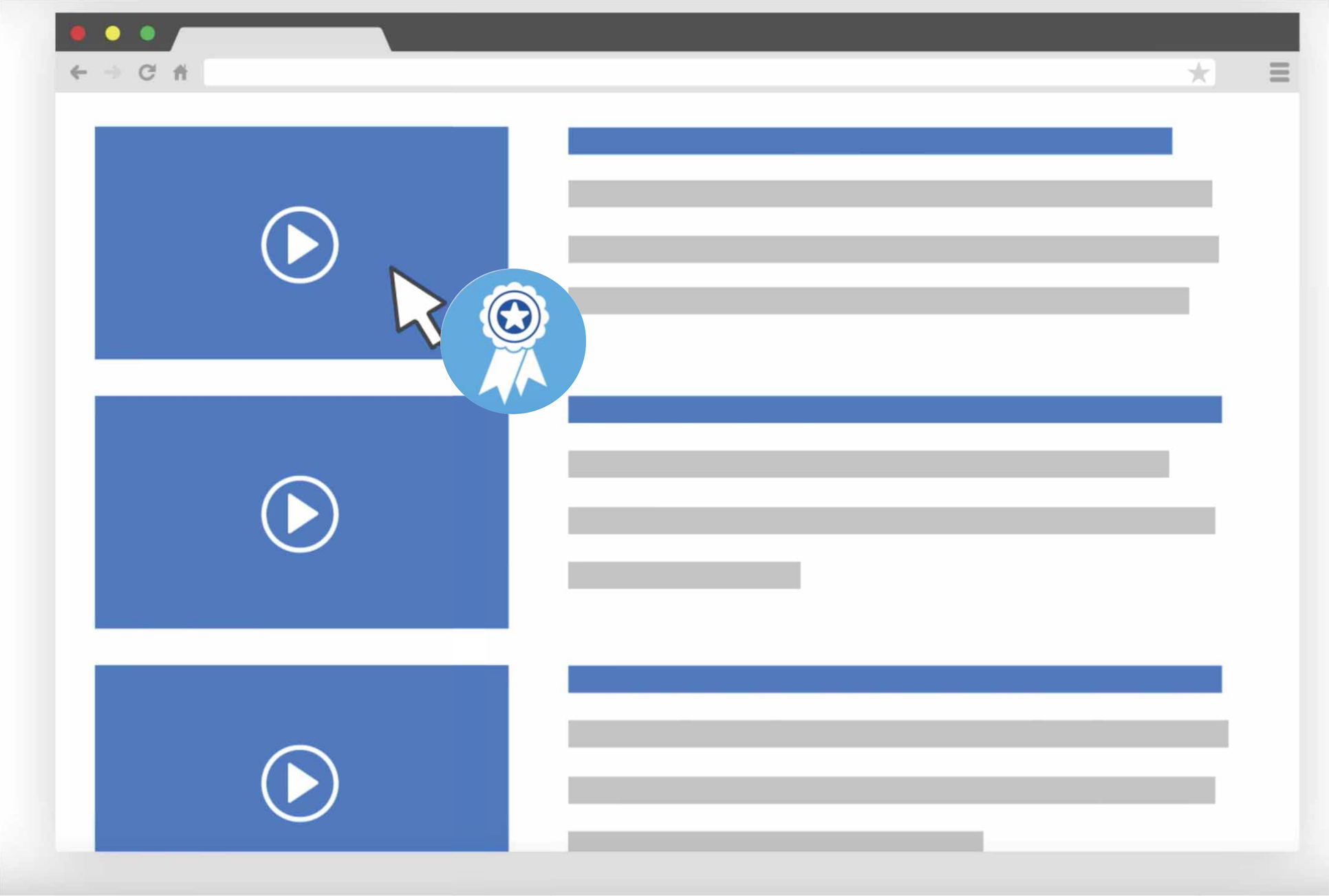
Es. servizio legale per giornalisti sul campo

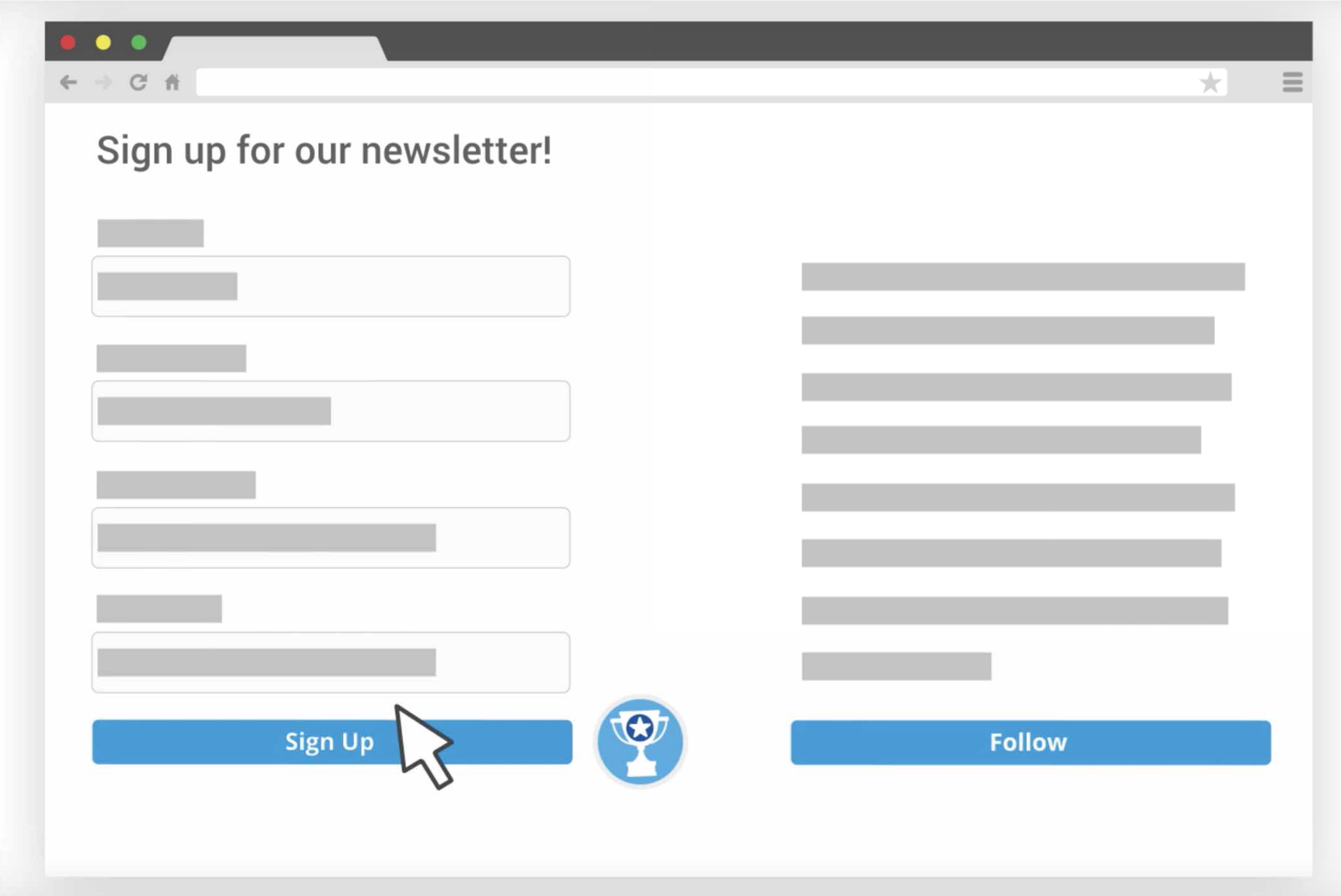
Charitable Objective	To provide legal help for journalists working in challenging and dangerous environments across the world			
Online Strategies	Raise money from individual donors	Receive help requests from journalists in the field	Attract more volunteer legal consultants	Encourage repeat visits to the website and engagement with new content
Tactics	Provide clear links to the donate page and express the impact a donation will have	Provide a help contact form for journalists in the field	Provide a contact form for prospective legal advisors	Offer an informative newsletter in exchange for email addresses
KPIs				

Conversioni e microconversioni




Google Merchandise Store
Live Chat
Welcome!
Subscribe
Google
Buy Now
Buy Now
Buy Now

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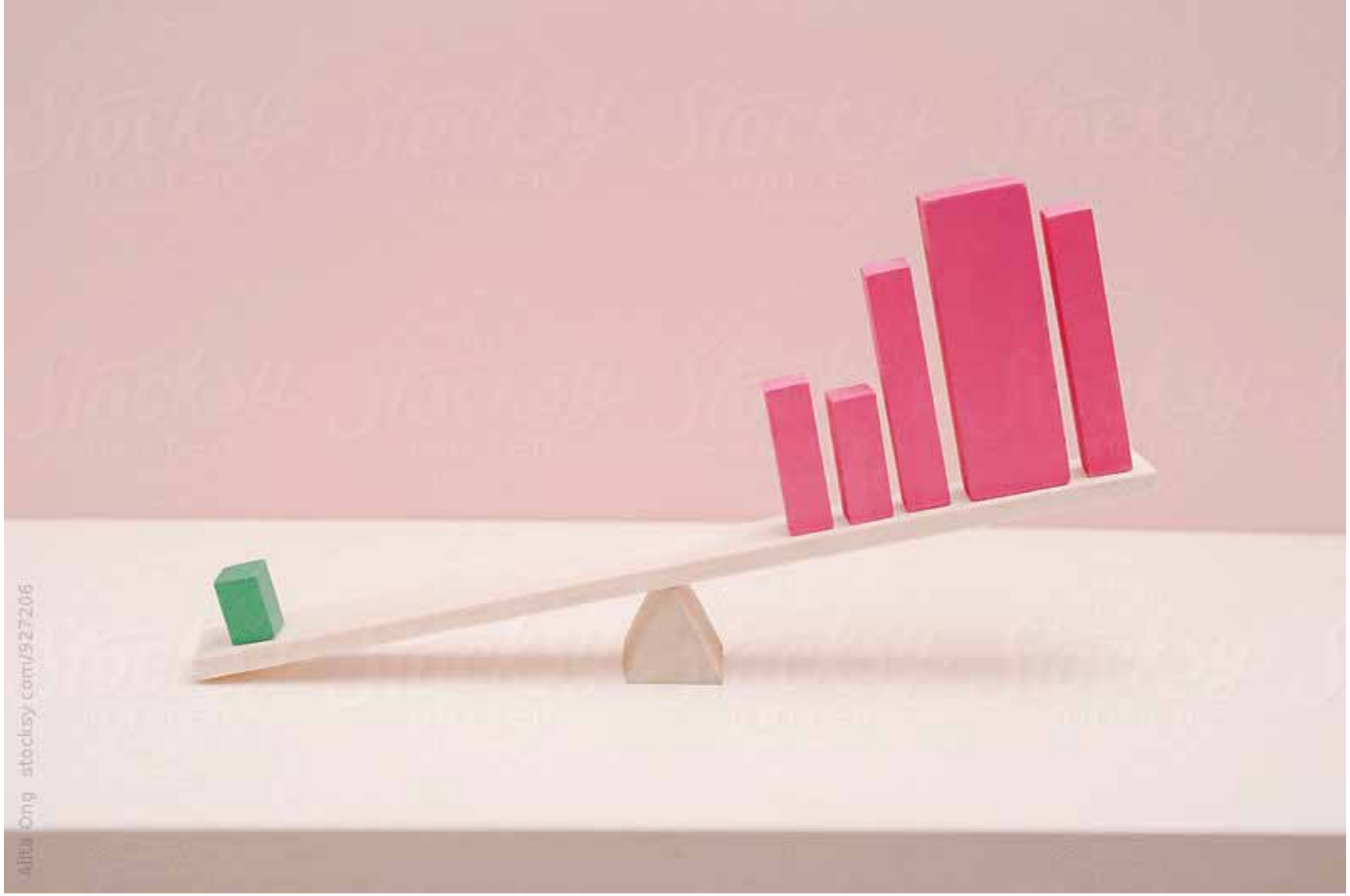
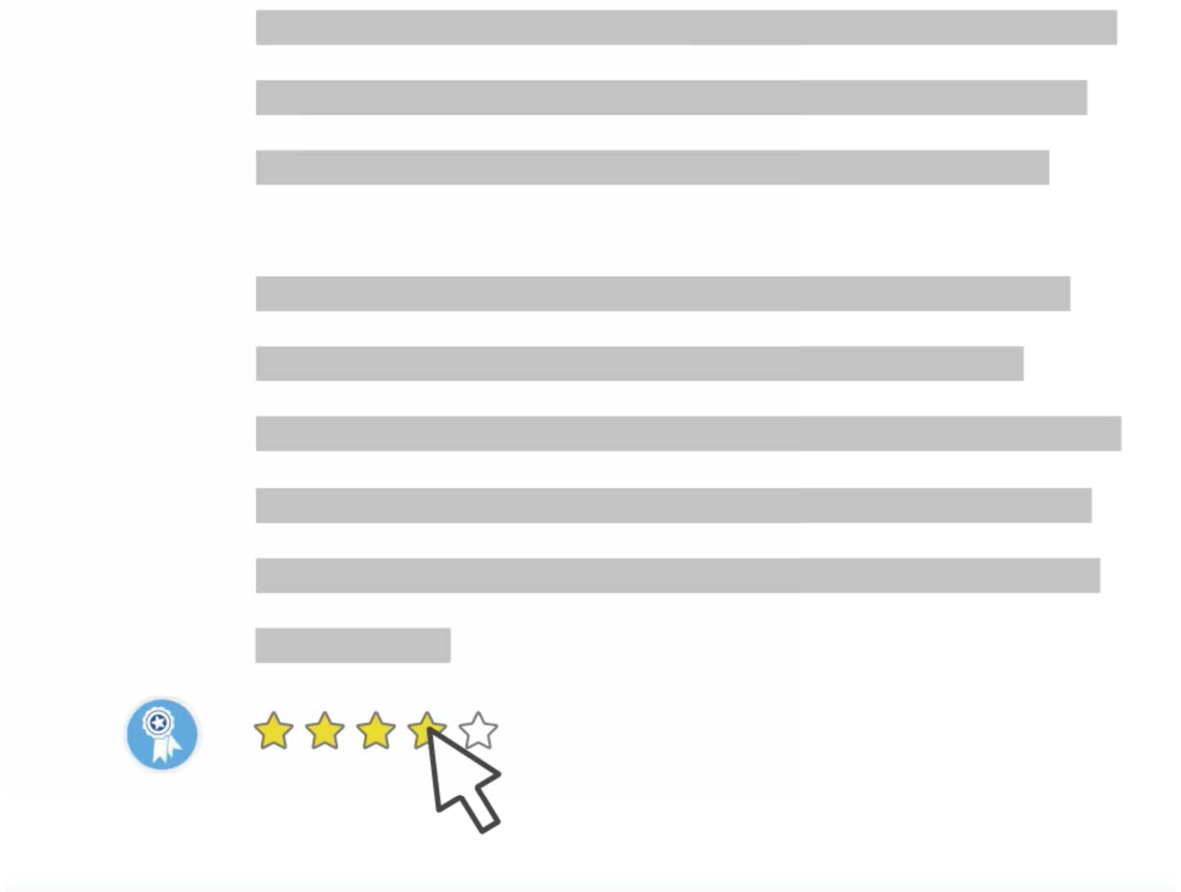
Sign Up
Follow

3.
KPI

sono le misurazioni delle strategie e tattiche





Objective

Strategy 1

Tactic 1
KPI

Tactic 2
KPI

Strategy 2

Tactic 1
KPI

Tactic 2
KPI

Possibili KPI

Objective	KPI
Increase Sales	▪ Increase revenue ▪ Reduce cart abandonment ▪ Increase cart totals ▪ Increase upsell and cross sell ▪ Improve cart effectiveness
Establish Brand Familiarity/Awareness	▪ Increase searches for brand ▪ Improve social presence ▪ Increase referrals ▪ Increase sales from affiliate marketing
Gain Market Share of Preowned Equipment	▪ Increase procurement of used clubs from manufacturers ▪ Increase procurement of used clubs from customer base ▪ Increase organic traffic for “used” and “preowned terms”
Acquire New Customers	▪ Increase traffic ▪ Increase new customers ▪ Build email list
Build Customer Loyalty	▪ Reduce customer dissatisfaction ▪ Increase repeat customers ▪ Improve reputation

Possibili KPI

Goal: Increase Sales	
KPI 1: Increase Revenue	**Measurement:** Sales **Measurement:** Transactions
KPI 2: Reduce Cart Abandonment	**Measurement:** Cart Abandonment Rate
KPI 3: Increase Cart Totals	**Measurement:** Average Order Value
KPI 4: Increase Upsell and Cross Sell	**Measurement:** Average Items Per Transactions
KPI 5: Improve Cart Effectiveness	**Measurement:** Conversion Rate

Goal: Establish Brand Familiarity/Awareness	
KPI 1: Increase Searches for Brand Name	**Measurement:** Branded Traffic
KPI 2: Improve Social Presence	**Measurement:** Social Following
KPI 3: Increase Referrals	**Measurement:** Backlink Profile
KPI 4: Increase Sales from Affiliate Marketing	**Measurement:** Affiliate Marketing Revenue

KPI approvati e dinamici

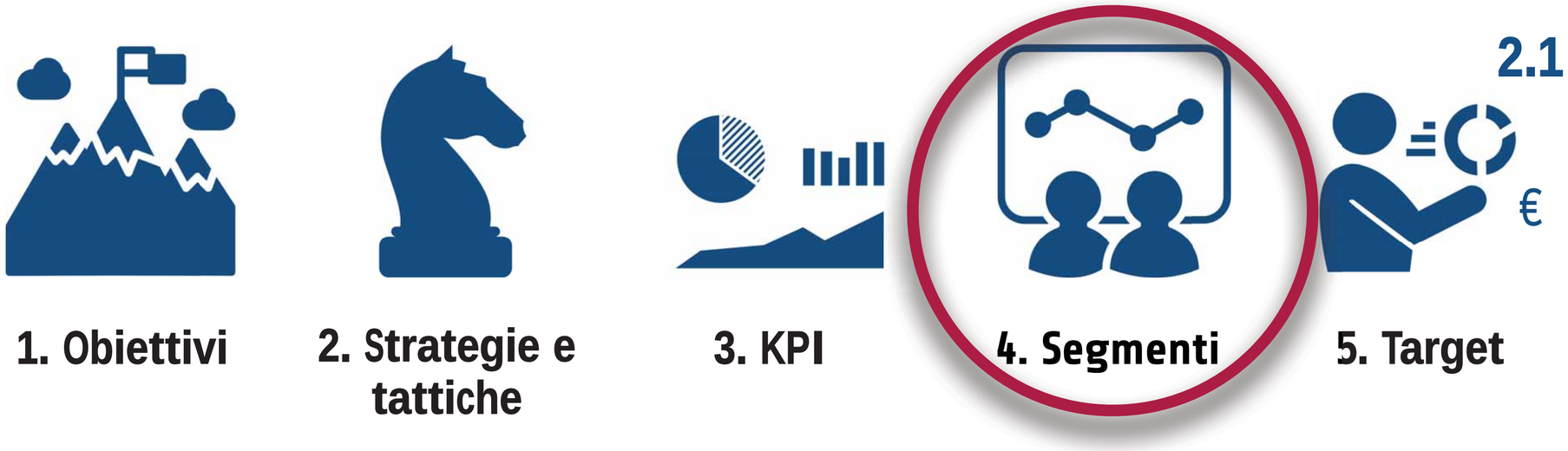
KPI definiti

Approvati dagli stakeholder

In linea con visione e aspettative

Obiettivi dinamici-> KPI dinamici

Creare il measurement plan



4.
Segmenti

Un gruppo di persone, le loro sorgenti, il comportamento onsite e i risultati.

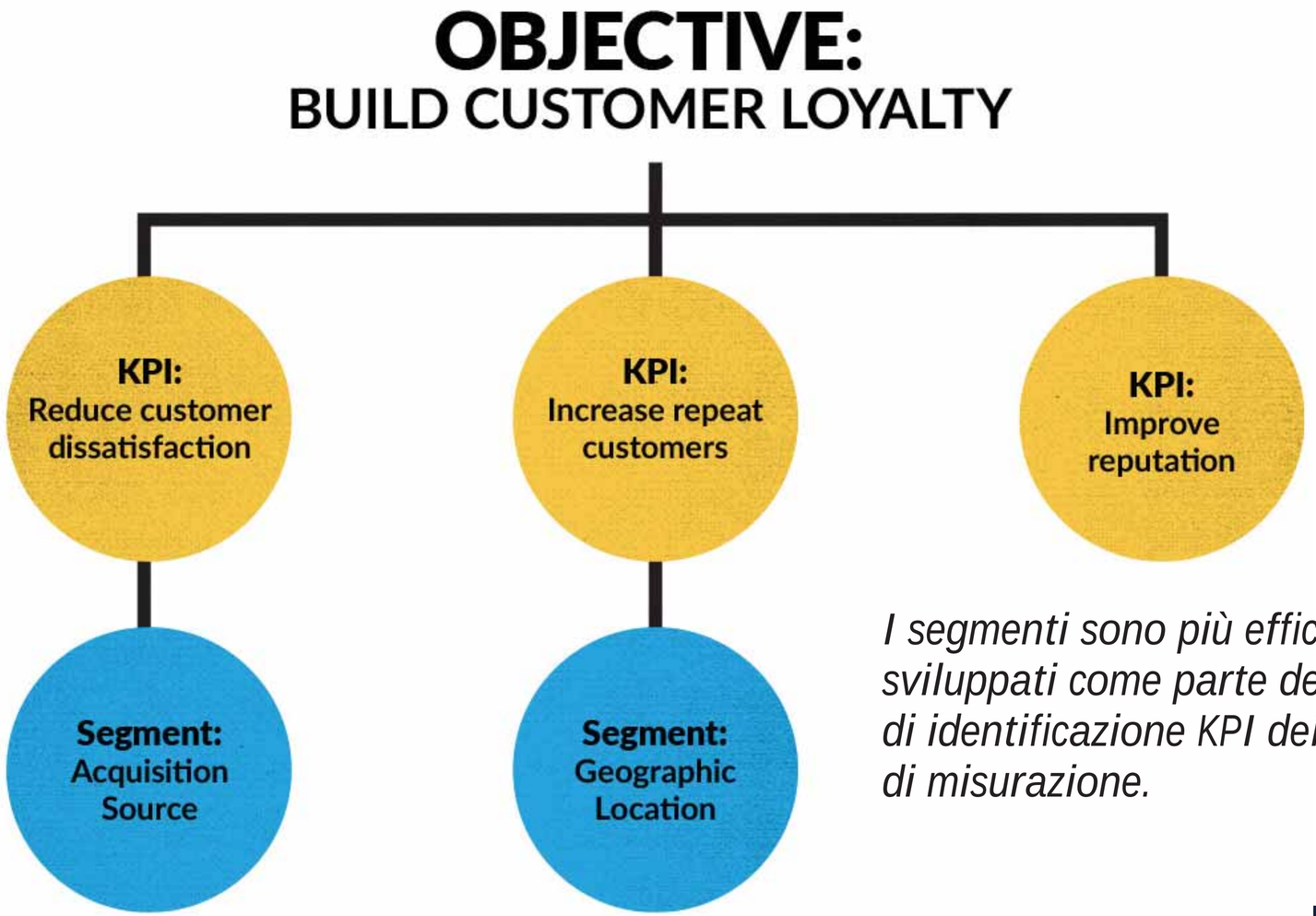
Segmenti: accuratezza dei dati

Ciascun segmento come un componente che potenzia i dati

ES.
Aumento vendite del 20% per riduzione dell'abbandono del carrello

Segmento per dispositivo: aumento dell’80% vendite da smartphone

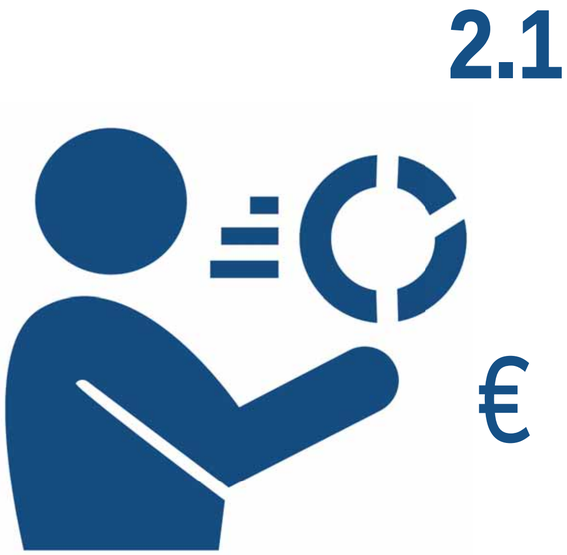
Segmenti: accuratezza dei dati



I segmenti sono più efficaci se sviluppati come parte della fase di identificazione KPI del piano di misurazione.

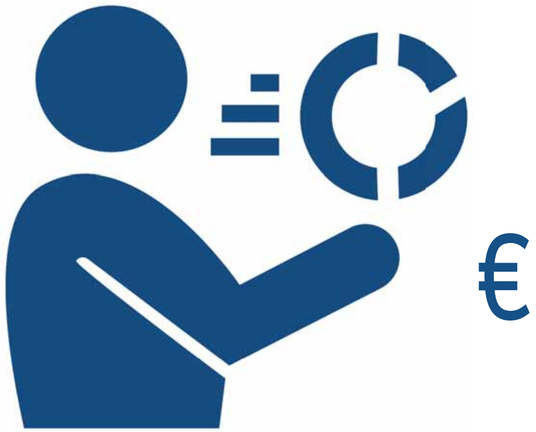
5.
Target

I valori numerici che hai predeterminato come indicatori di successo



Target: dimensioniamo gli obiettivi

2.1



I targets devono essere S.M.A.R.T

- Specific
- Measurable
- Achievable
- Results focussed
- Time-bound

Risultato finale

Objective	KPIs
Increase Sales	Increase revenue
	Reduce cart abandonment
	Increase cart totals
	Increase upsell and cross sell
	Improve cart effectiveness
Establish Brand Familiarity/Awareness	Increase searches for brand
	Improve social presence
	Increase referrals
	Increase sales from affiliate marketing

Risultato finale

Objective	KPIs	Measurement
Increase Sales	Increase revenue	Sales
	Reduce cart abandonment	Cart abandonment rate
	Increase cart totals	Average order value
	Increase upsell and cross sell	Average items per transaction
	Improve cart effectiveness	Conversion rate
Establish Brand Familiarity/Awareness	Increase searches for brand	Branded traffic
	Improve social presence	Social following
	Increase referrals	Backlink profile
	Increase sales from affiliate marketing	Affiliate marketing revenue

Risultato finale

Objective	KPIs	Measurement	Segment
Increase Sales	Increase revenue	Sales	Product category
	Reduce cart abandonment	Cart abandonment rate	
	Increase cart totals	Average order value	New vs. returning
	Increase upsell and cross sell	Average items per transaction	Product category
	Improve cart effectiveness	Conversion rate	Device
Establish Brand Familiarity/Awareness	Increase searches for brand	Branded traffic	Source
	Improve social presence	Social following	Social network
	Increase referrals	Backlink profile	
	Increase sales from affiliate marketing	Affiliate marketing revenue	Condition

Risultato finale

Objective	KPIs	Measurement	Segment	Target
Increase Sales	Increase revenue	Sales	Product category	20% increase
	Reduce cart abandonment	Cart abandonment rate		Reduce to 15%
	Increase cart totals	Average order value	New vs. returning	$150 non-iron set, $225 average
	Increase upsell and cross sell	Average items per transaction	Product category	1.4 iron sets, 1.3 average
	Improve cart effectiveness	Conversion rate	Device	2.4% desktop, 1.9% mobile
Establish Brand Familiarity/Awareness	Increase searches for brand	Branded traffic	Source	20k searches/month
	Improve social presence	Social following	Social network	20k Facebook
	Increase referrals	Backlink profile		150,000
	Increase sales from affiliate marketing	Affiliate marketing revenue	Condition	$20k/month new, $25k/month used

Objective	KPIs	Measurement	Segment	Target
Gain market share of preowned equipment	Increase procurement of used clubs from manufacturers	Open box inventory		
	Increase procurement of used clubs from customer base	Trade-ins		1,200/month
	Increase organic traffic for “used” and “preowned terms”	Sessions	Traffic source	10k searches/month
Acquire new customers	Increase traffic	Sessions	Traffic source	20% increase year over year
	Increase new customers	New users		Maintain 40% monthly average
	Build email list	Email list size	Acquisition source	1.2MM
Build customer loyalty	Reduce customer dissatisfaction	Return rate	Acquisition source	Reduce to 5%
		Satisfaction rate		Increase to 90%
	Increase repeat customers	Repeat customers	Geographic location	Increase to 12% or total purchasers
	Improve reputation	Negative reviews		Reduce monthly average by 18%
		Issue resolution		Keep response time to 24 hours

Template measurement plan

Small e-retailer measurement plan

Objectives	Sales and growth		Brand building		Customer loyalty		Grow and engage social community		
KPIs	Grow revenue	Grow customer base	Gain new customers	Increase reach/ visibility	Keep existing customers	Improve engagement	Grow likes/ follows	Shares/tweets/ pins/@/#	Social ripples
Measurable metrics	Revenue	New registrations	% new visitors vs. returning visitors	Organic sessions	Return visitors	Newsletter subscriptions	Passive social button clicks	Social source and action	Network referrals
	Transactions	Grow London customer base	Newslett subscripti						
	Revenue by category	Grow international customers	New blo readers						
	Average order value		New Pinte follower						
	Items/ transactions								

Objective	KPIs	Measurement	Segment/Audience	Status	In scope?	Implementation details
Increase sales	Increase traffic to site	Sessions		Yes		Basic report
	Increase conversion rate for mobile and desktop	Conversion rate by device category	Mobile device category	Yes		Basic report
	Increase average basked value	AOV	By geolocation	Yes		Basic report and segmentation
	Reduce cart abandonment	Exits from cart page with items in basket	By product category	No	Yes	Enhanced ecommerce tracking
	Increase sales	Revenue	By product category	No	Yes	Ecommerce tracking to capture product cate
		Transactions		Yes		
Brand awareness	Increase newsletter signups	Goal conversions (event-based)		No	Yes	GTM form listener; event upon successful c
	Increase social fan base	Number of socially engaged users	Socially engaged (liked, shared)	No	Yes	Custom dimension: 'socially engaged' for us active social buttons
		Likes, follows and friends		No	N/A	
	Reduce unsubscribe rate	Unsubscribe rate		No	No	
	Increase quality referrals	Converting referral traffic		Yes		Basic report
Customer acquisition	Increase visits to site across all channels	Sessions by channe;		Yes		Basic report
	Increase visitor time on page	Time on page or session duration?		Yes		Basic report
	Decrease bounce rate	Bounce rate		Yes		Basic report
	Increase new customers	New customer registrations	By region/demographic?	No	Yes	GTM form listener; event upon successful c
Customer loyalty	Reduce return rate	Returns		No	No	Enhanced ecommerce and measurement pl
	Improve customer lifetime value	Customer lifetime value		No	No	Calls to push returns data back into GA - pha
	New vs. returning customers	New customer lifetime value	Existing customer	No	Yes	Custom dimension: 'existing customer' upo
		Existing customer revenue	Existing customer	No	Yes	Requires custom dimension: 'existing custo
Social engagement and community	Social engagement	Social plugin tracking	Social plugin tracking	No	Yes	Social plugin tracking
	Engage customers socially	Socially engaged visitors	Sociall engaged visitors	No	Yes	Custom dimension: 'socially engaged'
Additional tracking		Contact us email clicks		No	Yes	Mailto: clicks - GTM click listener
		Currency changes		No	Yes	GTM click listener and event

Google Drive

https://tinyurl.com/ydfjpxo7

Data Driven Strategies Canvas™

Creato da:	Nome progetto:	Data:

Check-in: tipo di progetto

- ☐ *Miglioramento di una soluzione o un metodo già esistente*
- ☐ *Nuovo progetto da implementare (mai fatto)*
- ☐ *L'idea nel cassetto: una propria idea che la si vuole presentare*

Value proposition prodotto/servizio

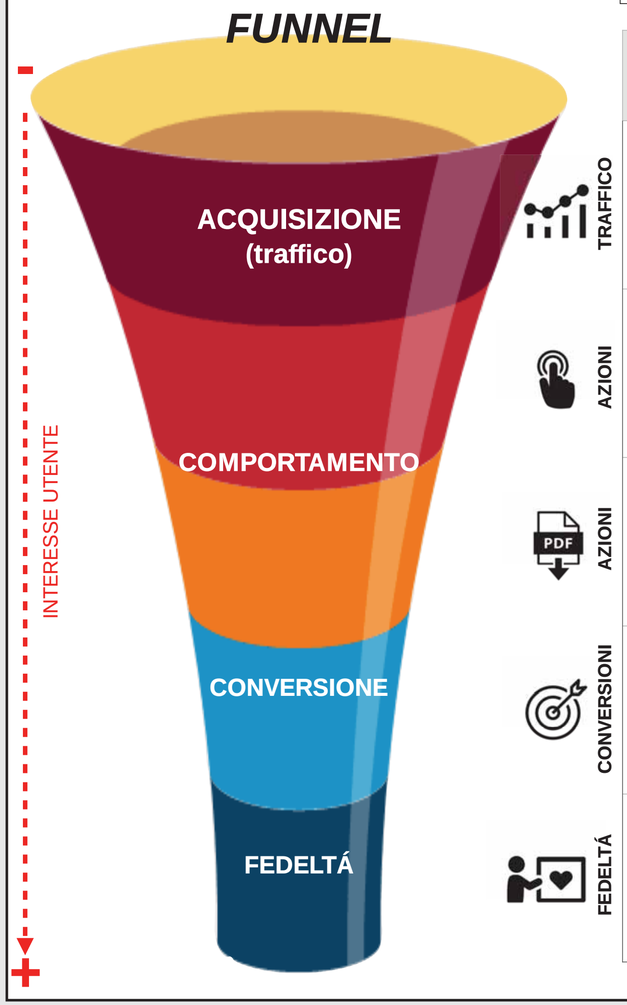
Come ti differenzi dai competitor e dalle altre soluzioni attuali, cosa hai di diverso? La strategia principale?

Obiettivo del progetto

Vendere di più, migliorare la brand awareness, acquisire nuovi contatti, fermare gli abbandoni,..

Pubblico

A chi è rivolto il tuo prodotto o servizio? Agli attuali tuoi clienti? Un pubblico nuovo?



CANALI	TATTICHE	KPI	TARGET *Valore KPI atteso (obiettivo/ ipotesi)*	EFFORT
TRAFFICO Canali acquisizione	Tattiche per portare utenti	KPI traffico per canale	KPI atteso per canale (valore assoluto, range, valore al mese)	Costi/tempi risorse per implementare la tattica
AZIONI Canali/luoghi azioni utente	Tattiche per portare l'utente all'azioni 1	KPI azioni 1	KPI atteso per azioni 1 (valore assoluto, range, valore al mese)	Costi/tempi risorse per implementare la tattica azioni 1
AZIONI Canali/luoghi azioni utente	Tattiche per portare l'utente all'azioni 2	KPI azioni 2	KPI atteso per azioni 2 (valore assoluto, range, valore al mese)	Costi/tempi risorse per implementare la tattica azioni 2
CONVERSIONI Luoghi online/offline conversioni	Tattiche per far compiere le conversioni	KPI conversioni	KPI atteso per conversioni (valore assoluto, range, valore al mese)	Costi/tempi risorse per implementare la tattica per fa compiere la conversione
FEDELTÁ Luoghi online/offline dimostrazione fedeltà	Tattiche per mantenere la fedeltà/ritorno/ riacquisto	KPI fedeltà	KPI atteso per fedeltà (valore assoluto, range, valore al mese)	Costi/tempi risorse per implementare la tattica per mantenere la fedeltà

Realizzato da **William Sbarzaglia** - william.sbarzaglia@gmail.com

Canvas realizzato sul modello di Web Analytics measurement di Avinash Kaushik

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- Formazione e consulenza
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- Marketing automation

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