

People Value Canvas

characteristics

Attributes like lonely, fearful, ambitious, passionate.

needs

Physical, spiritual, social, intellectual, emotional, occupational needs.

people

Describe your usergroup.

technology

What technological options are relevant eg tablet, mobile, website.

experiences

How will the user feel during the experience eg self fulfillment, connectedness, self sufficiency.

motivations

What are their main goals in life; independence, respect, social responsibility.

processes

How is the application or service introduced into their lives? How do they find the application/service?

context

Circumstances of their life, opportunities and limitations.

effect

What will be the long term impact on the user and society eg better employment, better health, emancipation.