

Definition of Value

- ☐ How does it align to the organizational strategy?
- ☐ How does this help the user experience?
- ☐ Is this something all "products of this kind do"? Is just expected by the user?
- ☐ What is the outcome we want from this product, features, item?
 - ☐ Outcome from a user point of view?
 - ☐ Customer points of view?
 - ☐ Business point of view
- ☐ Does it save the user time?
- ☐ Does it save them money?
- ☐ Does it simplify something for them?
- ☐ Does it inform them of something?
- ☐ Does it connect them to something?
- ☐ Does it integrate with something?
- ☐ Does it reduce anxiety?
- ☐ Does it give the user a sense of calm?
- ☐ Does it give them entertainment and fun?
- ☐ Does it provide access to something?
- ☐ Does it give the user rewards that they need?
- ☐ Does it make them feel cool?
- ☐ Does it give them a sense of accomplishment?
- ☐ Does it create or bring back fond memories?
- ☐ Does it give them a sense of belonging?
- ☐ Does it make them feel special?
- ☐ Does it help them express themselves?
- ☐ Does it motivate them?

