CX WORKSHEET – UX PLANNING

Use this sheet second to plan the details for each stage of customer's task. Noting the UX elements, feedback, and feedforward will create a more optimal journey.

For the customer task of: _____

			Feedback	Feedforward
Goal #	Goal Name / Key Details	Information Architecture / Interaction Design / Interface Design / Usability Testing	How does the customer know they've succeeded?	What's next for the customer?
#	Name / Most important items from the Goals sheet.	What information does the customer need? What interface should they use to engage? What interaction elements are needed for the experience? What measure(s) determine success? How will it be measured?	What feedback is provided to confirm their success? How is it provided?	What feedforward is needed to help them understand how to prepare for what's next?
1				
2				
3				
4				
5				
6				