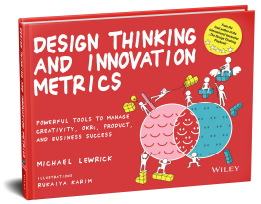
Project:
Team:
Version & Date:

NORTH STAR METRIC(S) CANVAS

Quick guide: The canvas supports the design of cause and effect and documents the leading and lagging indicators related to the *North Star*. Here core principles of defining metrics are of importance. However, the directly related input metrics must fit to the type of business. Finally align the activities and work to be done with the *North Star*.

More tips & tricks on book page: 172



Lewrick, M.
Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com

4 The Work to be Done Metrics

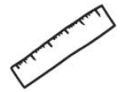
Apply for example minimum viable exploration metrics for new product, service, or experience initiatives to contribute to the north star.



Leading

3 Directly Related Input Metrics

Create leading indicators based on type of business (e.g. breadth, depth, or frequency of customer/user engagement).



Input 1: **Input 2:** **Input 3:** **Input 4:** **Input 5:** **Input 6:**

1 North Star Metrics



What is the company, business unit, and ecosystem initiative's north star?

Define metrics by considering core principles:

- ✓ Quantifiable
- ✓ Represent vision
- ✓ Aligned to strategy
- ✓ Leading indicators
- ✓ Actionable
- ✓ Easy to understand
- ✓ No vanity metrics

2 Mid-term Business Results and Customer Value



Long-term Business Results and Customer Value

Lagging

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