Digital Strategy Canvas For Status Date **Our Organisation Our Customers** Strategic Context Customer Intelligence What are our organisational priorities? Business plan? Strengths, weaknesses, opportunities, threats? Who are our key customer segments? What difference do we want to make in our customers' lives? Who are we asking them to become? (see 'Who do you want your customers to become?' by Michael Schrage) What do we know about their experience of our organisation and our digital programmes? **Our Digital Programmes** Management and Governance How are our digital programmes managed? What is our governance process? Regular communications? Dashboard? Staffing and Resources Monitoring, Support, Maintenance and Development Customer Relationships What is our staffing and resource position relative to our needs? How are our digital programmes supported? What forms of customer relationship do we support (members, email subscribers, What is our capacity to recruit, develop and retain staff? What mechanisms are in place to keep them maintained? social media followers, etc...)? Agency relationships? What is our backlog of development work? What are we doing to recruit, develop and retain customers? Traffic Content Infrastructure Services How are our traffic figures? What is the state of What is the state of the What digital services do we provide? What state are they in? Where is our traffic our content? infrastructure for our coming from? How is our capacity to digital programmes What mechanisms are we create new content? (servers, systems, using to generate traffic? page templates, etc)? **Our Environment** Key Technologies, Social Peers and Rivals Media and Digital Services Who are our peers and rivals? How do our digital programmes Value Capture What are the significant developments? compare to theirs? How do we capture value from the services we provide? How do we measure that value? Key Suppliers and Partners **Expenditure on Digital** Income from Digital Who are the kev suppliers and partners for our What are we spending on our digital programmes? What money is coming in through our digital programmes? **Cultural Trends** Local Trends digital programmes? What cultural trends will impact What local trends will impact our organisation? Our customers? our organisation? Our customers? Related Public-Facing Activities What public-facing activities are we planning that relate to our digital programmes? Exhibitions? Campaigns? Education?