

Digital Strategy Canvas

Organization vision:																	
Who we serve:	What we serve:	How we serve:															
Digital transformation objectives:	Key problems that digital transformation can solve:	Digital transformation budget:															
Initiative	Impact	Effort	<p style="text-align: center;">Initiative prioritization matrix</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td style="width: 50px; height: 50px;"></td> <td style="width: 50px; height: 50px; background-color: #c8e6c9;"></td> </tr> <tr> <td style="width: 50px; height: 50px;"></td> <td style="width: 50px; height: 50px;"></td> </tr> <tr> <td style="text-align: center;">High</td> <td></td> </tr> <tr> <td style="text-align: center;">Low</td> <td></td> </tr> <tr> <td></td> <td style="text-align: center;">High</td> </tr> <tr> <td></td> <td style="text-align: center;">Low</td> </tr> <tr> <td></td> <td style="text-align: center;">Effort</td> </tr> </table>					High		Low			High		Low		Effort
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	High																
	Low																
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1.																	
2.																	

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Example:

<p>Organization vision:</p> <p>To bake the best Cookies that are not only delicious but also a delight to enjoy.</p>														
<p>Who we serve: (Target audience)</p> <ul style="list-style-type: none"> Adults aged 18 - 44 	<p>What we serve: (Product/service)</p> <ul style="list-style-type: none"> Cookies Cakes Brownies 	<p>How we serve: (Sales channel)</p> <ul style="list-style-type: none"> Online ordering & delivery Instore purchase 												
<p>Digital transformation objectives: (Why)</p> <ul style="list-style-type: none"> Increase sales. Decrease cost 	<p>Key problems that digital transformation can solve: (What)</p> <ul style="list-style-type: none"> Spend high amount in marketing with getting enough customers, Business operations is costly and paper-based 	<p>Digital transformation budget:</p> <ul style="list-style-type: none"> NZD 500/month 												
<p>Initiative (How)</p> <ol style="list-style-type: none"> Google AdWords Digital book-keeping 	<p>Impact</p> <p>High</p> <p>High</p>	<p>Effort</p> <p>High</p> <p>Low</p>												
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