

Business Goals

Desired outcomes in next 1-5 years. Annual KPIs, now and future.

By end of 2023...	Sales £55m -> £150m	Grow from 35 retail stores to 60 stores	Open 5 stores in the USA (none now)	Customer lifetime value up from £180 to £300
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Mobile Strategy

Elevator pitch. Who will it benefit? What must be built? Technologies used? Budget?

Customers	Learn about their buying habits and pain points	Improve their end-to-end shopping experience	Provide tools to support ad-hoc repeat purchases	Provide personalised recommendations based on AI	Continue to invest in crowd-sourced reviews to support purchasing
Employees	Improve the retail experience using digital	Stock check, common questions, recommendations			
					Budget £2m over 3 years

Mobile Roadmap

What products will you create, how do they improve things for customers, staff, the business?

Customer Mobile App	Super streamlined search, buy and track order	Recommendations for faster re-ordering of frequent purchases	Improve the in-store experience, search/stock-check/alternatives	Loyalty programme to reward frequent purchases and drive up CLV	Internationalisation for USA
Retail Staff App	Mobile stock check	Customer history and recommendations	Loyalty & rewards		

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Business

Company Strategy

Mission
Values
Competitive Advantage
Existing Customer Journeys

Definition of Success

Desired Outcomes in 1-5 Years
Annual KPI's Now vs Future

Alignment between what you do with technology, and where you're headed as a business

Technology

Online Strategy

Elevator pitch
Who will benefit?
What must be built?
What is the 3 year roadmap?
What is the budget
Technologies used?
Security?

Mobile Strategy

Elevator pitch
Who will benefit?
What must be built?
What is the 3 year roadmap?
What is the budget?
Technologies used?
Security?

What must be built?

Cloud Service A

Feature A
Feature B
Feature C
Feature D

Mobile Product B

Feature A
Feature B
Feature C
Feature D

This diagram shows how you can link your mobile strategy to your business goals and how it fits in with your other digital initiatives, such as online.

As a workshop exercise, you can complete the canvas on the following page. There is an example and also a blank version.

If you would like any help, contact me on tobin@pocketworks.co.uk. Feedback is also welcome.

Note that I also have a Miro version of this file if you'd like that.