



Fra mavefølelser til metrikker
Få styr på værdikæden med COR Canvas



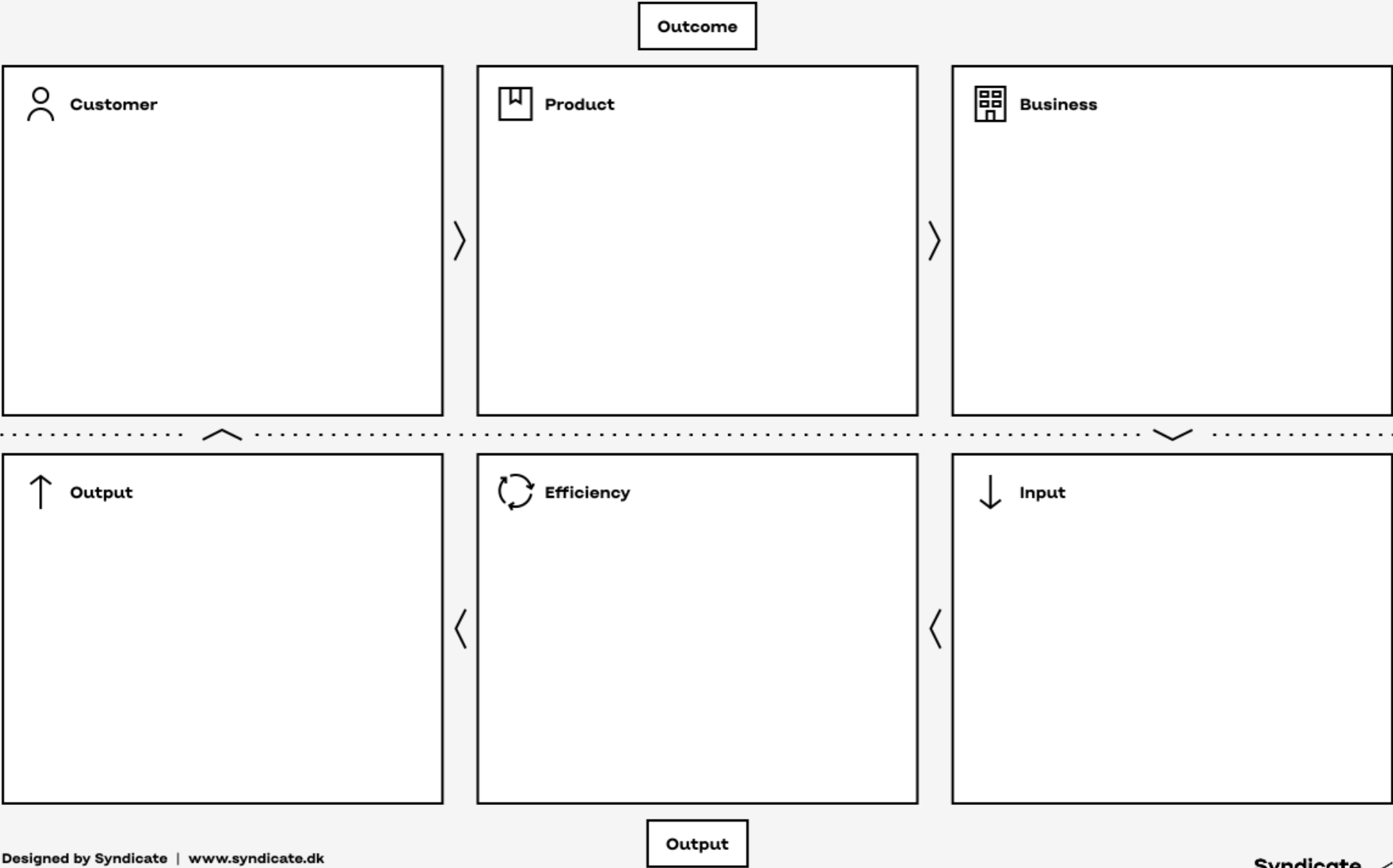
Chain of Reasoning Canvas

Designed for:

Designed by:

Date:

Version:



Agenda



HVORFOR COR CANVAS?



OPRINDELSE



HVAD ER COR CANVAS?



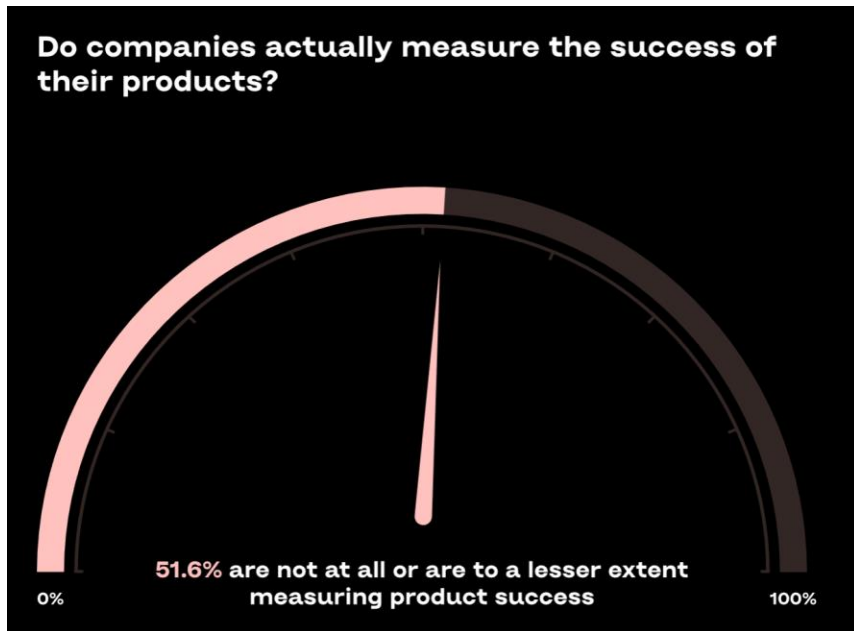
KONKRET EKSEMPEL



SPØRGSMÅL

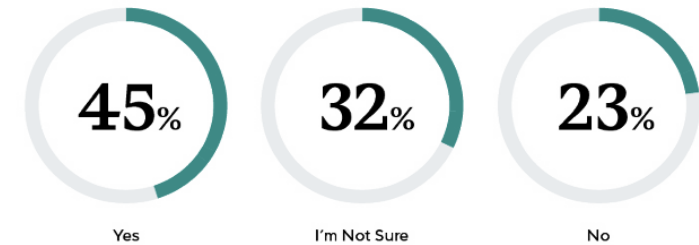
Et spørgsmål til dig

Hvorfor COR Canvas?



[Kilde: Syndicate 2024 State of Product](#)

On average, do you feel the return on your product development investments meets the expectations of senior management?



So, why are nearly one in three product managers unsure whether the return on products meets senior executive expectations? Well, it's because they aren't measuring it.

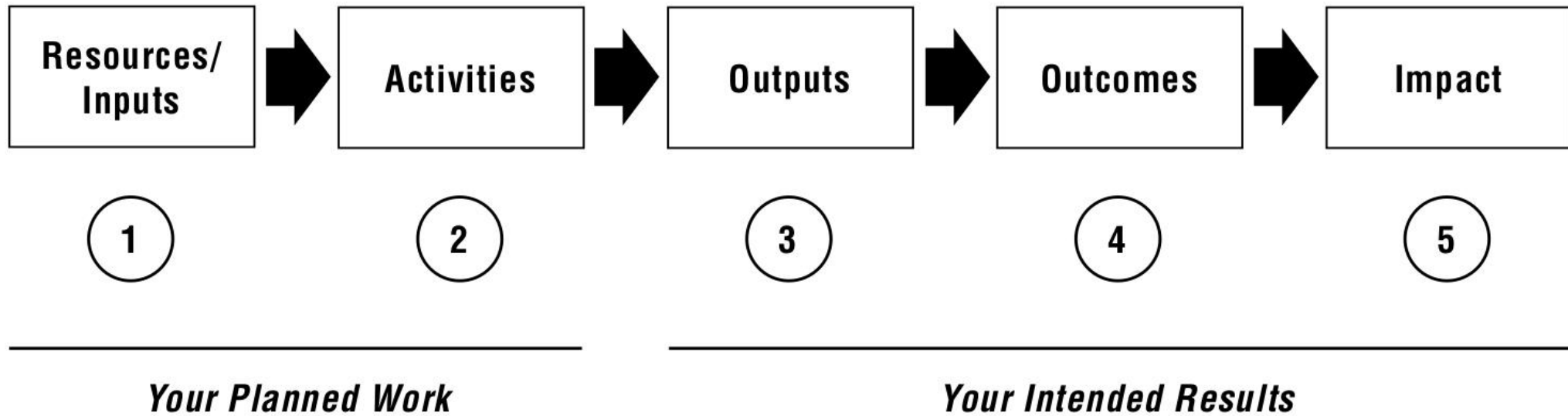
[Kilde: The 2024 State of ProductManagement Annual Report - ProductPlan](#)

Hvorfor COR Canvas?

Har du svært ved at...

- ☐ *definere den ønskede effekt ved et nyt projekt, produkt eller service?*
- ☐ *finde sammenhængen mellem det I producerer og den værdi I leverer?*
- ☐ *måle effekten af et forandringsinitiativ?*
- ☐ *forstå din rolle og dit ansvar helt utvetydigt?*

Hvis du kan svare “*ja!*” til blot et af ovenstående spørgsmål, er COR Canvas målrettet dig.



Chain of Reasoning Canvas

Designed for: _____
Designed by: _____
Date: _____
Version: _____

Outcome

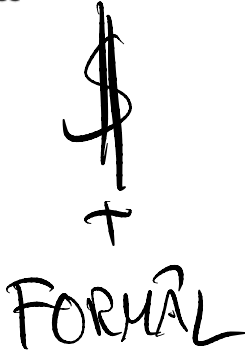
 Customer



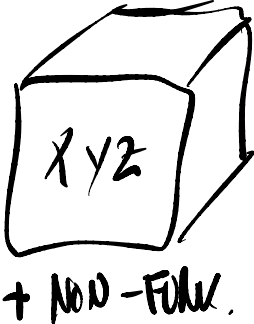
 Product



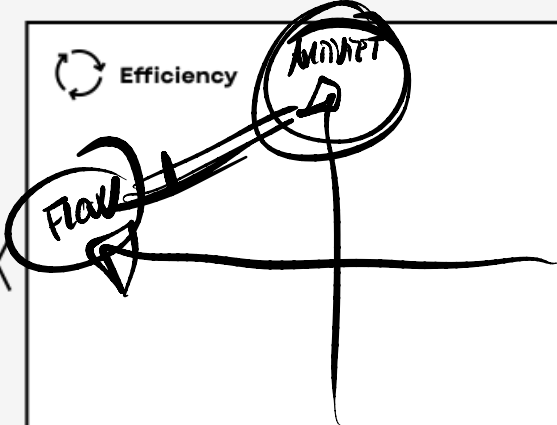
 Business



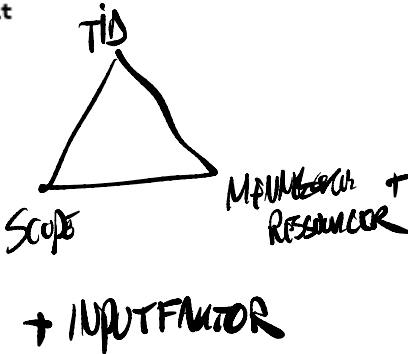
 Output



 Efficiency



 Input



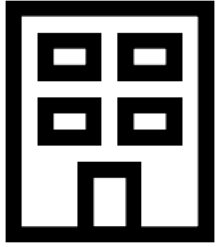
Output

Chain of Reasoning

“If you focus on the controllable inputs to your business, in the long term, you get better results,,

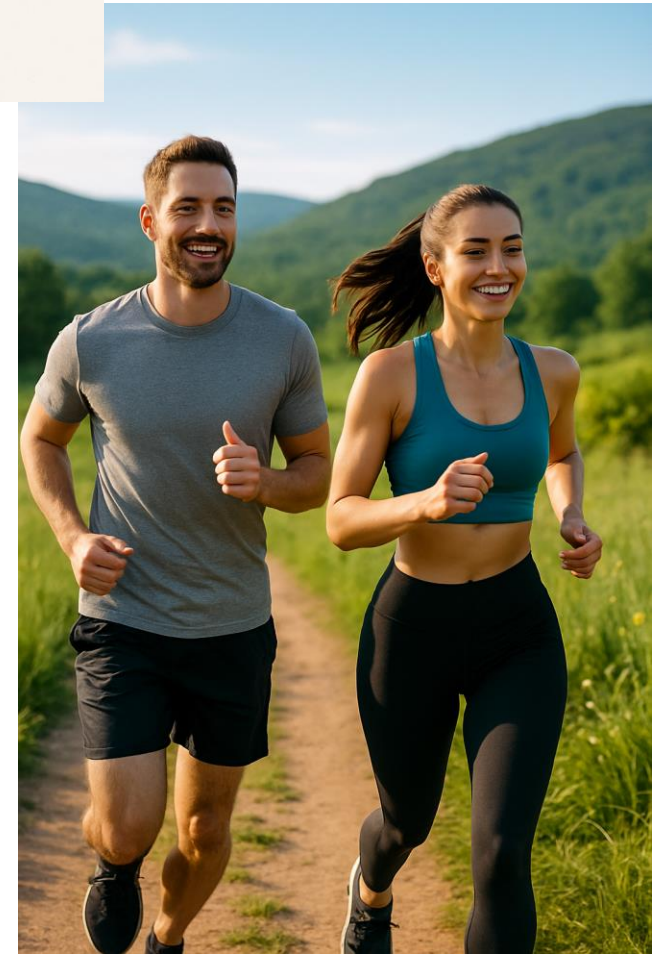


Jeff Bezos, Amazon



Et fiktivt eksempel

- Fitness app
 - Nå mål
 - Holde styr på træning
 - Træningsvideoer + inspiration
- Etableret i markedet
- Endnu ikke rentabelt
- Lille markedsandel



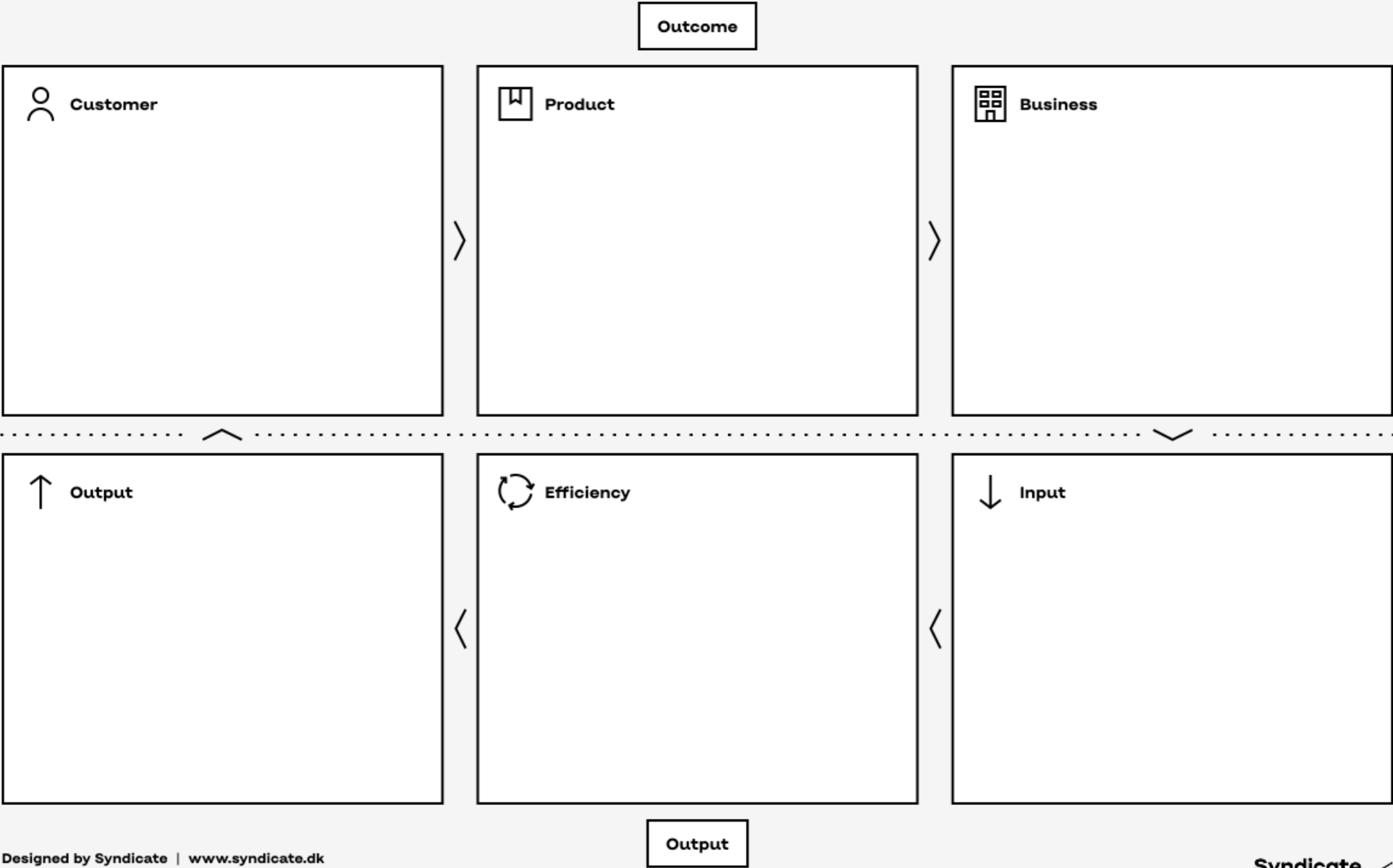
Chain of Reasoning Canvas

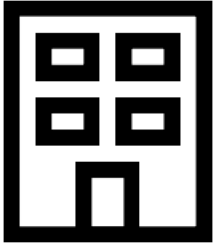
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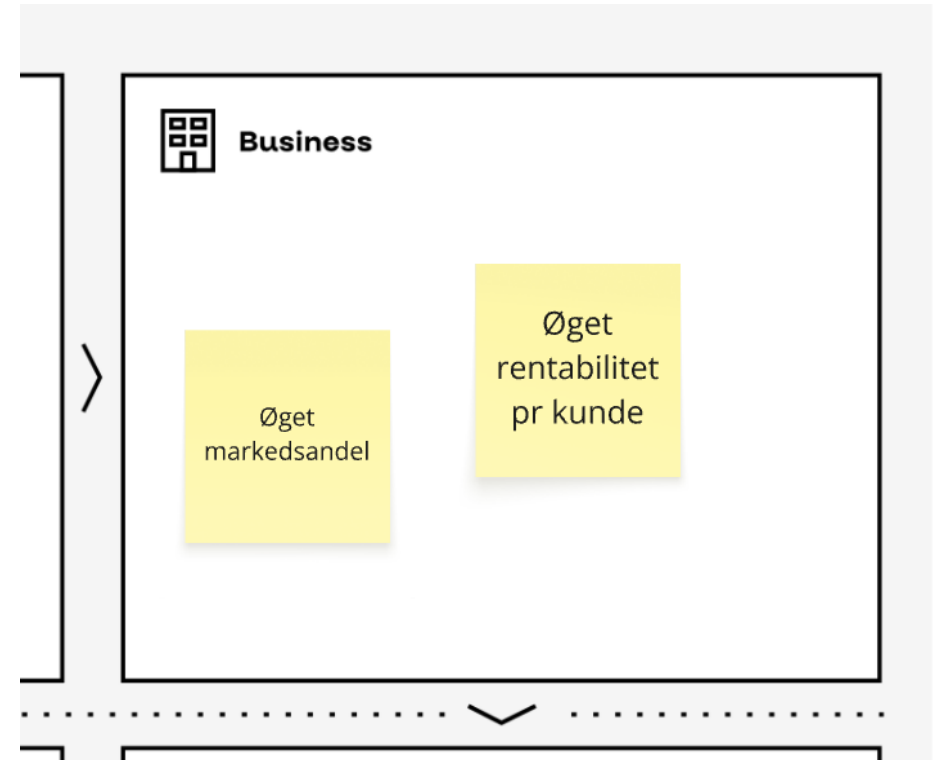


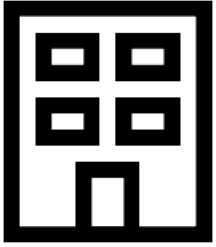


Business outcome

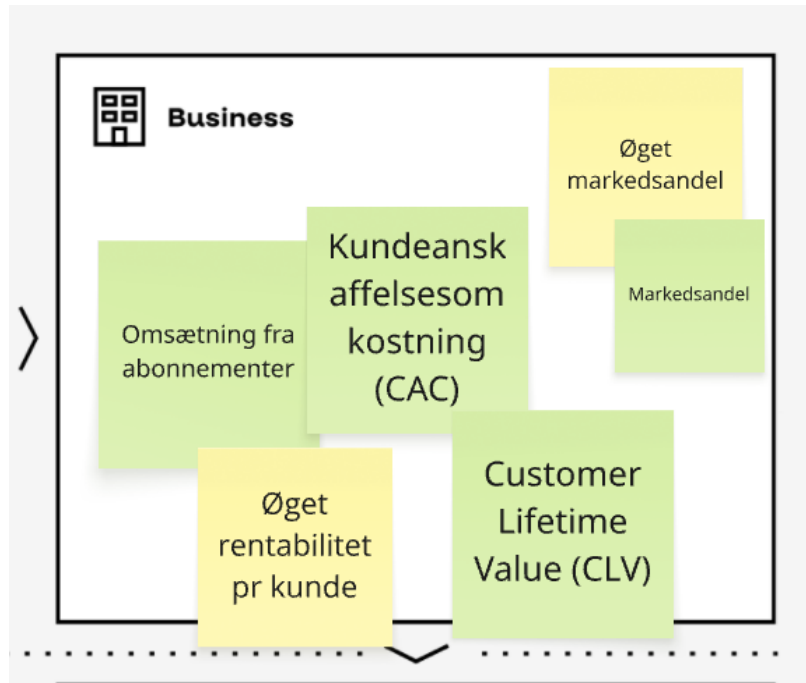
De forretningsresultater I sigter efter – fra bundlinje og vækst til formål og samfundseffekt.

Denne kategori gør det tydeligt, hvordan jeres indsats skal bidrage til virksomhedens overordnede succes.





Business outcome – metrik eksempler

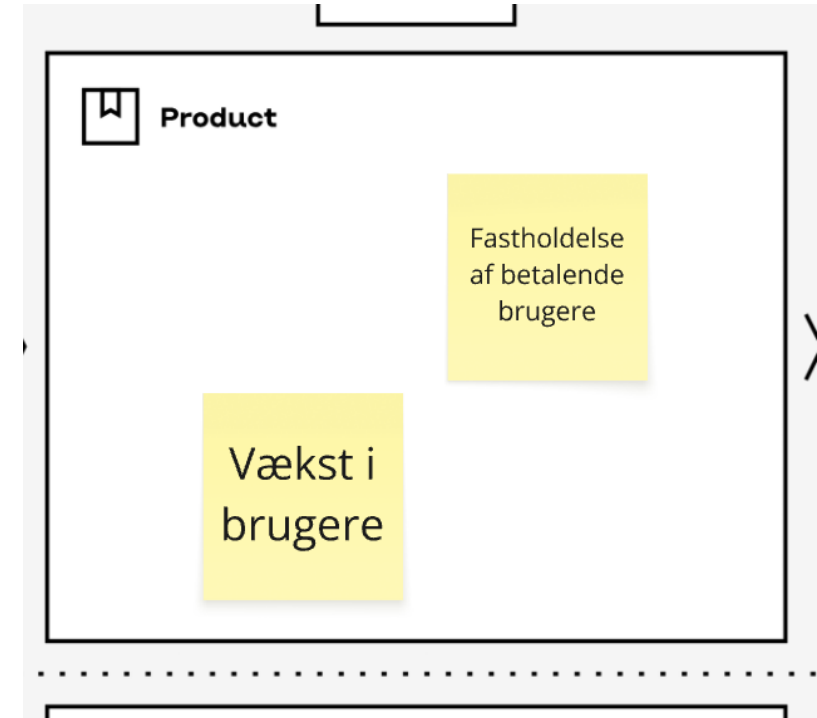


- **Revenue Growth:** Percentage increase in revenue
- **Cost Reduction:** Savings achieved through process optimization
- **ROI (Return on Investment):** Returns on project investments
- **Profit Margin:** Improvement in profit margin
- **Customer Satisfaction:** Measured through rising NPS or equivalent metrics
- **Market Share:** Share of the market for the product
- **Improved Brand Value:** Increase in brand value and reputation
- **Increased Employee Satisfaction:** Measured through employee surveys
- **Sustainability Metrics:** Reduction in environmental impact or CO2 emissions
- **Partnership Results:** Measurement of success and value of partnerships



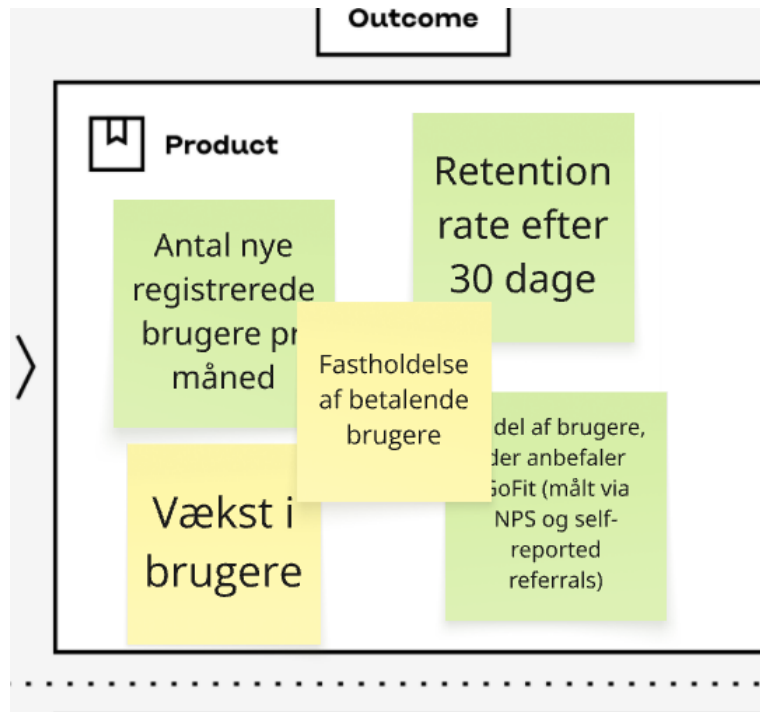
Product outcome

De adfærdssændringer I ønsker at skabe hos kunden, og som kan måles direkte på jeres produkt – fx aktivering, brug eller fastholdelse. Når kunden lykkes, kan det ses her.

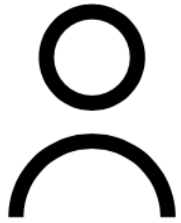




Product outcome - metrik eksempler

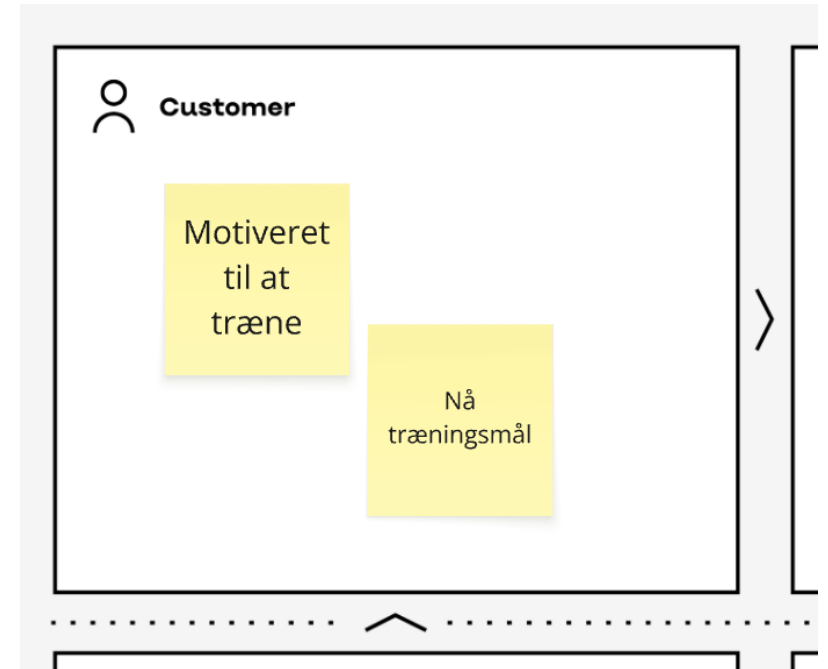


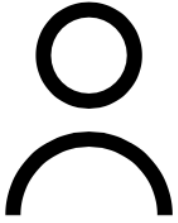
- **Usage Frequency:** How often the product is used
- Number of active users
- **Conversion Rate:** Number of users performing a desired action
- **Retention Rate:** Percentage of users who return regularly
- **Engagement:** Measured by time spent on the platform, page views, etc.
- **Mobile Optimization:** Percentage of traffic from mobile users
- **Feature Adoption Rate:** Speed at which new features are adopted by users



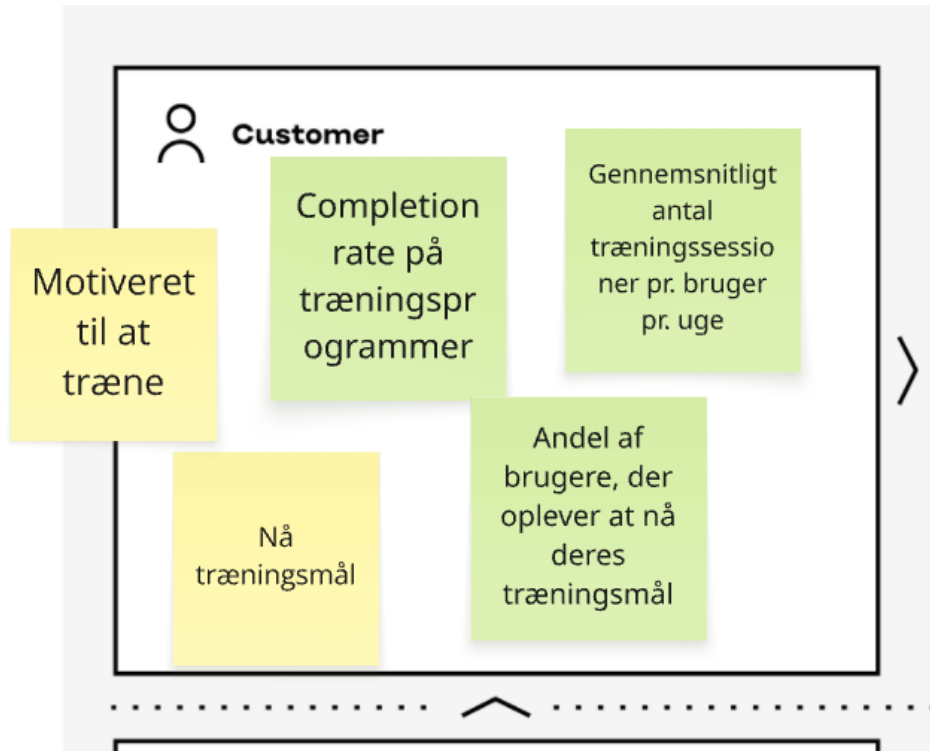
Customer outcome

Den værdi kunden oplever ved at bruge jeres produkt eller service – fx tidsbesparelse, tryghed eller status. Det handler om at forstå og måle, hvordan I hjælper kunden med at lykkes med sin opgave.





Customer outcome - metrik eksempler

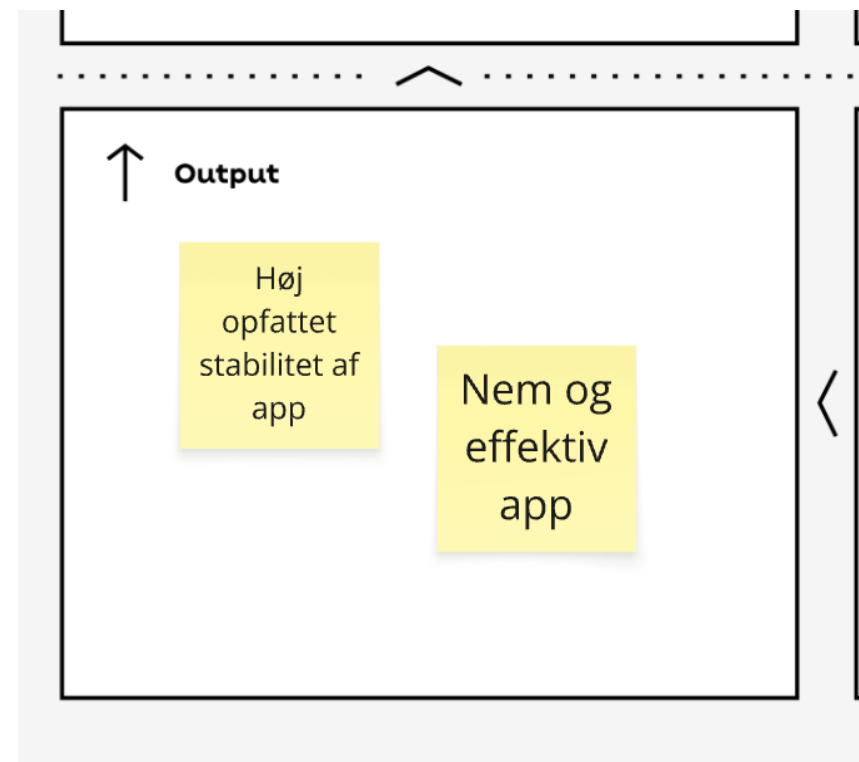


- **Customer Experience:** Customer and user satisfaction measurements
- Task completion rate
- **NPS (Net Promoter Score):** Measures customer satisfaction and loyalty
- **Usability:** Measured through user surveys and feedback
- Number of complaints and support requests
- **Referrals:** Number of referrals and recommendations from existing customers
- **Competitiveness:** Measured by comparison with competitors' offerings
- **Improved Customer Engagement:** Increased activity and engagement from customers
- **User Customization:** Degree of product customization to user needs
- **Returning Customers:** Percentage of customers who repurchase



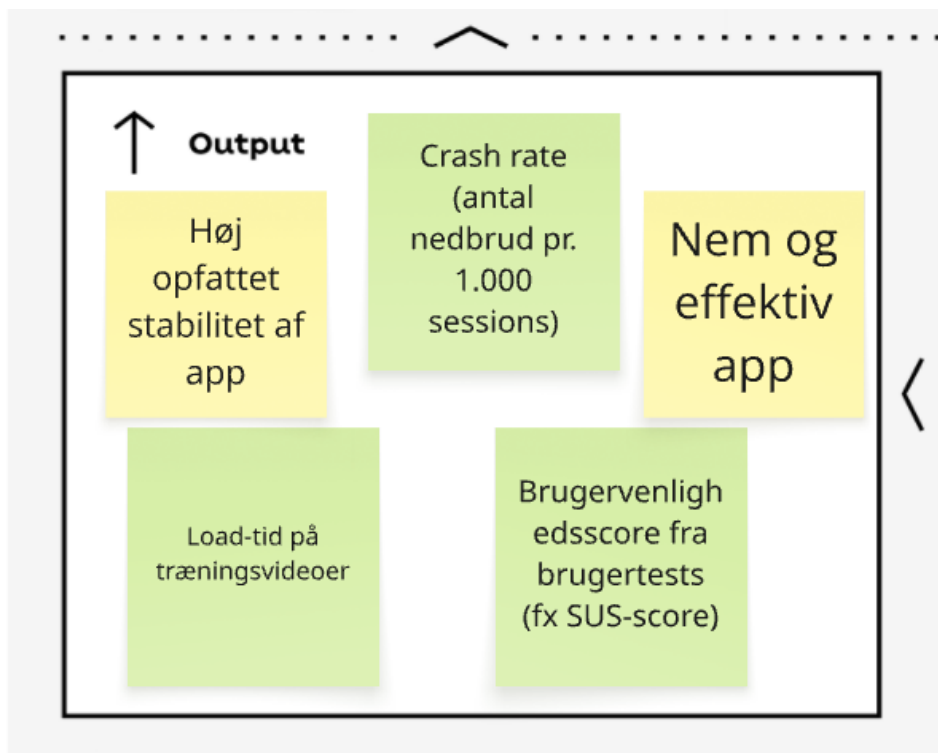
Output

Det I konkret leverer – funktioner, produkter eller ydelser – samt kvaliteten heraf. Output er det synlige resultat af jeres indsats, men ikke nødvendigvis det, der skaber værdi i sig selv.

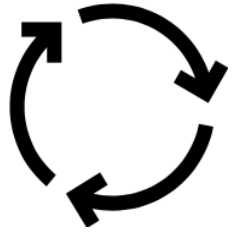




Output - metrik eksempler

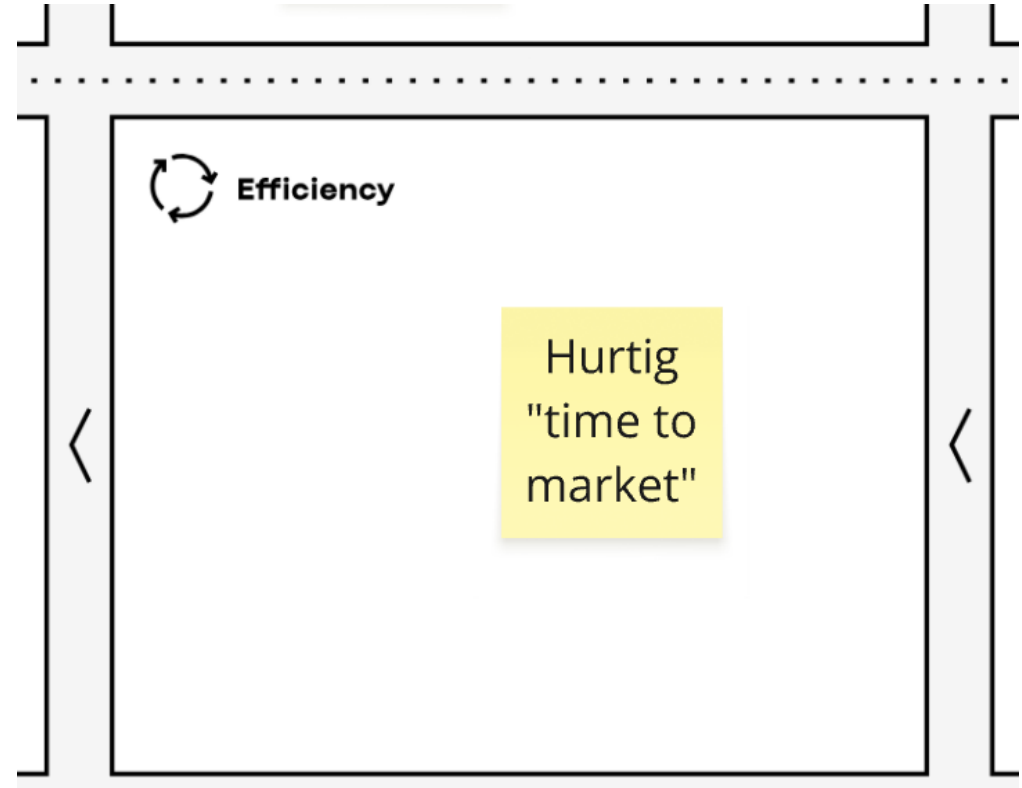


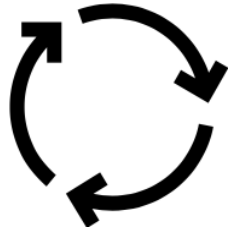
- Number of new features released
- Number of bugs or issues resolved
- **Code Quality:** Measured by code reviews, static code analysis, etc.
- **Documentation:** Update frequency and quality of documentation
- Number of tests run and passed
- **Error Rate:** Percentage of defective or rejected functions
- **Platform Stability:** Downtime and availability of the platform
- **Scalability:** Capacity to handle increasing user growth
- **Technical Debt:** Accumulated technical debt and its reduction
- **Productivity Improvement:** Percentage improvement in team productivity



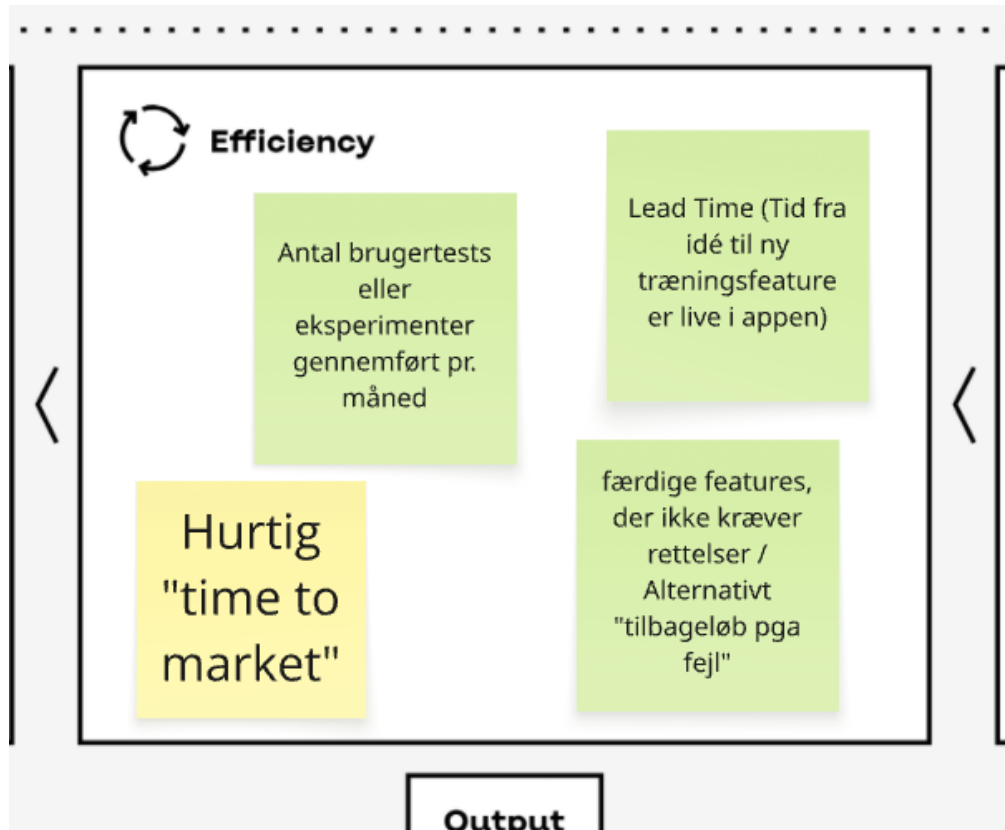
Efficiency

Processen der omdanner input til output – gennem arbejdsopgaver og informationsflow. Her vurderes, hvor effektivt I arbejder, og hvor der kan være spild eller flaskehalse.





Efficiency - metrik eksempler

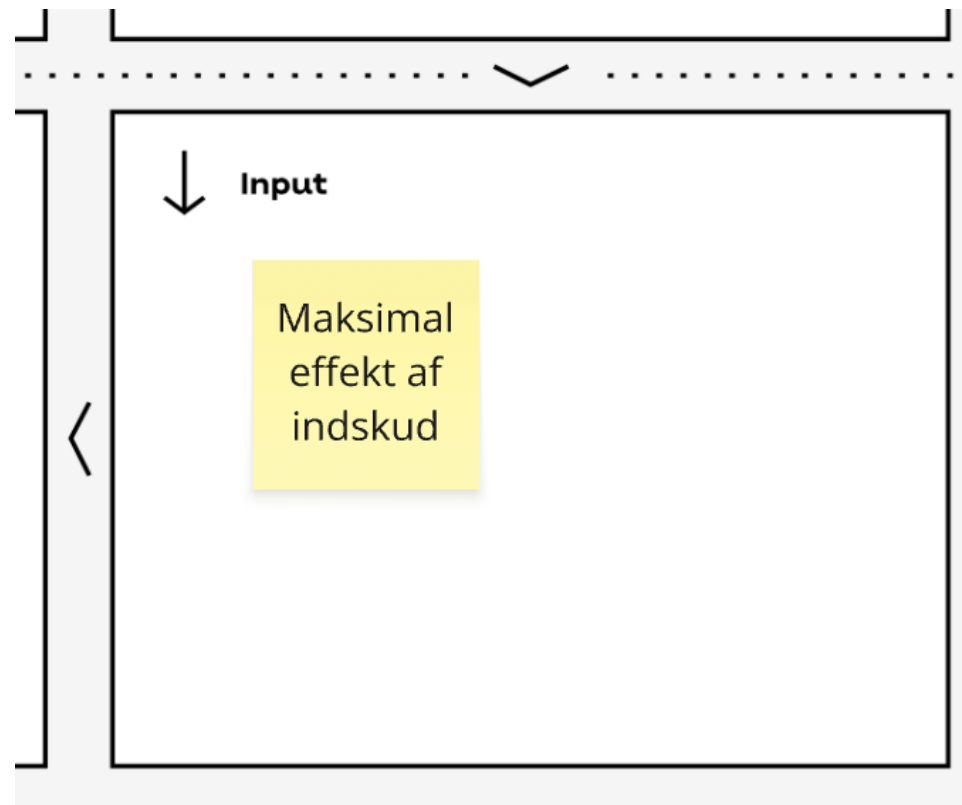


- **Cycle Time:** Time from work started to production
- **Release Time:** Interval between software releases
- **Lead Time:** Time from customer request or idea to solution delivery
- **Time-to-Market:** Time from product conceptualization to launch
- **Bug Fix Time:** Time to resolve bugs and issues post-release
- **Sprint Velocity:** Number of stories or tasks completed per sprint
- **Continuous Integration Frequency:** Frequency of integrations
- **Deployment Frequency:** Frequency of product releases
- **DevOps Score:** Evaluation of integration between dev and ops



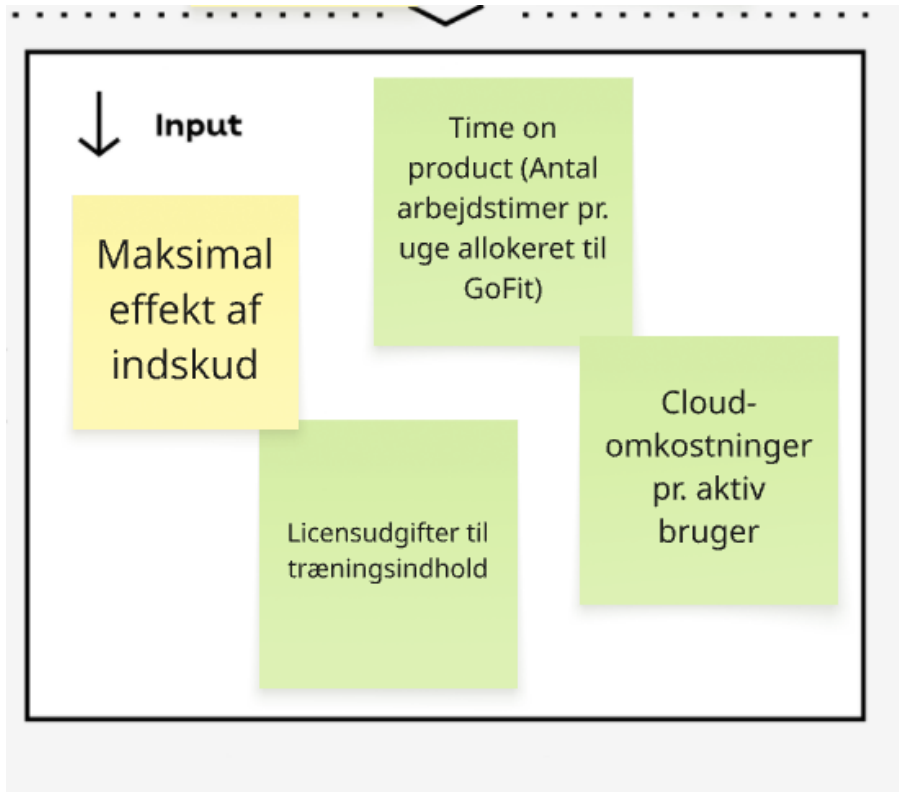
Input

Alle de ressourcer og rammer, der investeres i systemet – fx mennesker, tid, teknologi og struktur. Her skabes fundamentet for, hvad I overhovedet har mulighed for at levere.



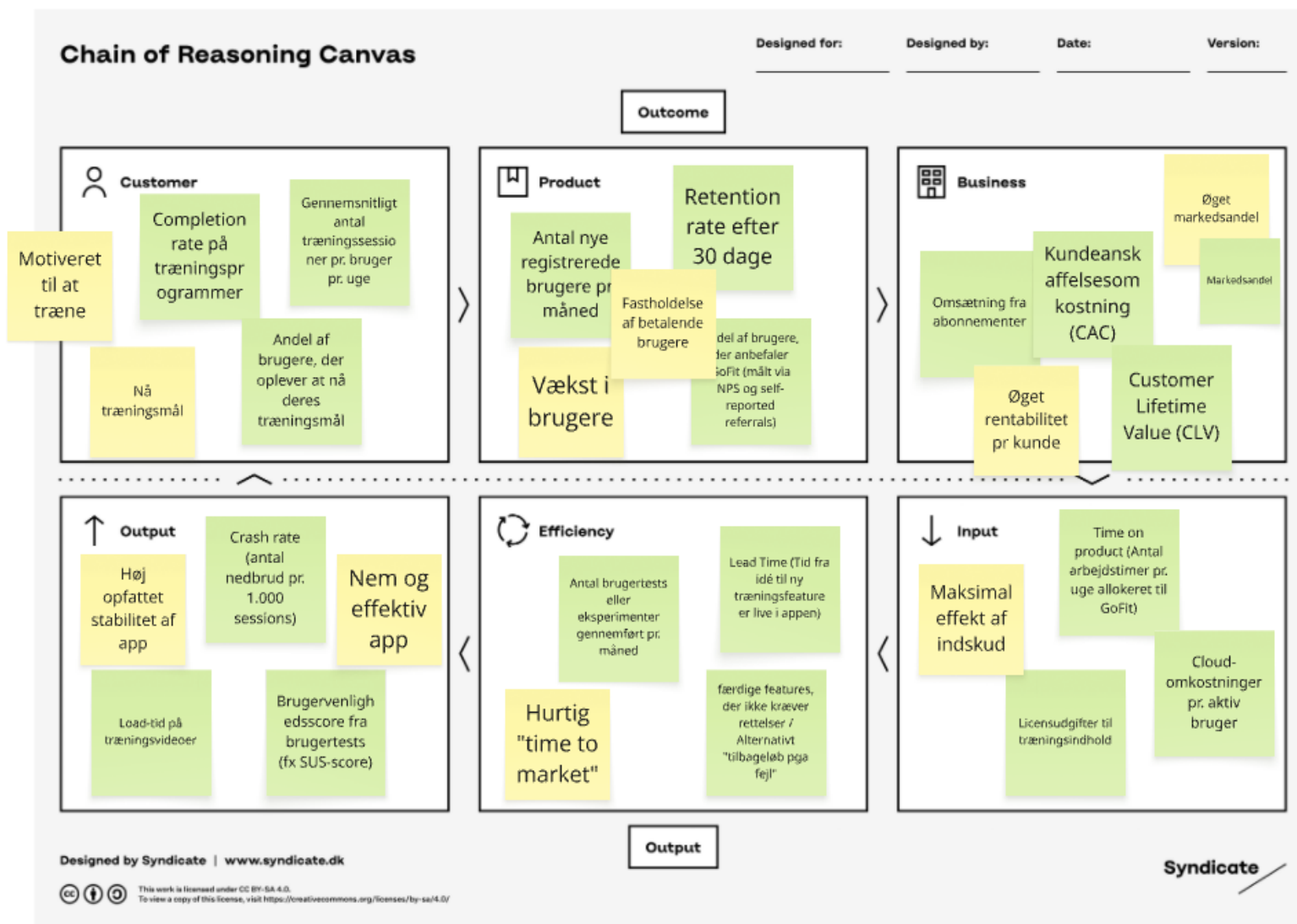


Input - metrik eksempler



- **Budget Utilization:** Total budget used on the project
- **Time Investment:** Number of hours invested by the team
- **Resource Allocation:** Costs for resources, materials, etc.
- **Competence Development:** Number of courses or training programs for the team
- **Agile Maturity:** Maturity of agile practices and processes
- **Project Scope:** Definition and changes in scope over time
- **Efficiency Improvement:** Percentage improvement in process efficiency
- **Project Complexity:** Measured by the number of internal and external dependencies
- **Risk Assessment:** Number of identified risks and their impact
- **Innovation Measurement:** Number of new ideas or innovations within the project
- **Team Engagement:** Measured by employee satisfaction and motivation

Eksempel



Lær mere

- *COR Canvas*
- *Fra input til outcome: Vejen til målbar forretningssucces*
- *Guide til COR Canvas Workshop – brug 1 dag og skab værdifulde metrikker*
- Altsammen på www.syndicate.dk/cor
- ...og direkte i din inbox



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Ole Rich Henningsen
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Spørgsmål?

