

Your North Star Template – cheat sheet

Strategic elements					
Vision	This should be the organisation's vision or purpose. Recording this helps to align the organisation and the North Star				
Mission	This should be the organisation's mission; a statement that describes how the vision will be delivered				
3-year customer ambition	This is how we measure the overall 'experience' success. This states what the organisation will look like in 3 years when the CX agenda has been successfully delivered. This should be measurable and periodically reviewed to assess progress. The statements below will deliver this customer ambition.				
What the customer values		How we deliver		How we know we're delivering value	
Emotional needs	Rational needs	Customer principles	Behaviours	Metrics	Listening
<i>Description</i>		<i>Description</i>		<i>Description</i>	
These are the customers' emotional needs. It's how they want to feel when engaging with us. We know this from our insight.	These are the rational needs of our customers. It's how they want our products and services to work. We know this from our insight.	These are the principles we'll use to design our products and services to deliver the desired experience. These should be aligned with any existing brand values.	Internal behaviours that we will adopt to deliver the desired experience. These should align to existing corporate or brand behaviours.	The metrics we'll use to measure progress of delivery of the customer ambition, which should include customer, employee, operational and financial metrics	The words our customers will say and write, that demonstrate that we are on track. What we are listening for from our customers
<i>When and how this is used</i>		<i>When and how this is used</i>		<i>When and how this is used</i>	
Used in experience design to ensure new products and services meet our customers emotional & rational needs. Also used in journey mapping to record our customers' needs at various points of their journey with us		Primary focus in experience design, ensuring products and services are consistently designed to deliver the intended experience	Used in learning and development, and when redesigning customer touchpoints so that experiences are persistently delivered	Used in experience design to set targets and track progress	
<i>Example</i>		<i>Example</i>		<i>Example</i>	
Energised	Innovative	Easy to use	Transparent	NPS, CSAT	"Wow, I love the new website, it's so easy to use"

North Star Template

Vision							
Mission							
3-year customer ambition							
What the customer values		How we deliver				How we know we're delivering value	
Emotional needs	Rational needs	Customer principles	Behaviours		Metrics	Listening	
<ul style="list-style-type: none"> • Insert emotional needs here • Insert emotional needs here • Insert emotional needs here • Insert emotional needs here 	<ul style="list-style-type: none"> • Insert rational needs here • Insert rational needs here • Insert rational needs here • Insert rational needs here 	<ul style="list-style-type: none"> • Insert customer principles • Insert customer principles • Insert customer principles • Insert customer principles 	<ul style="list-style-type: none"> • Insert behaviours here • Insert behaviours here • Insert behaviours here • Insert behaviours here 		<ul style="list-style-type: none"> • Insert metrics / measures • Insert metrics / measures • Insert metrics / measures • Insert metrics / measures 	<ul style="list-style-type: none"> • Insert customer quote here • Insert customer quote here • Insert customer quote here • Insert customer quote here 	

How we will use the Customer Principles

Customer Principle 1	Customer Principle 2	Customer Principle 3	Customer Principle 4
<ul style="list-style-type: none"> Give a more detailed and in-depth explanation of what this means to us, our customer, and the business 	<ul style="list-style-type: none"> Give a more detailed and in-depth explanation of what this means to us, our customer, and the business 	<ul style="list-style-type: none"> Give a more detailed and in-depth explanation of what this means to us, our customer, and the business 	<ul style="list-style-type: none"> Give a more detailed and in-depth explanation of what this means to us, our customer, and the business
What we will do internally...			
<ul style="list-style-type: none"> Give bullet point explanations of what we will do internally to deliver the Customer Principles 	<ul style="list-style-type: none"> Give bullet point explanations of what we will do internally to deliver the Customer Principles 	<ul style="list-style-type: none"> Give bullet point explanations of what we will do internally to deliver the Customer Principles 	<ul style="list-style-type: none"> Give bullet point explanations of what we will do internally to deliver the Customer Principles
What you will do externally...			
<ul style="list-style-type: none"> Give bullet point explanations of what we will do externally to deliver the Customer Principles 	<ul style="list-style-type: none"> Give bullet point explanations of what we will do externally to deliver the Customer Principles 	<ul style="list-style-type: none"> Give bullet point explanations of what we will do externally to deliver the Customer Principles 	<ul style="list-style-type: none"> Give bullet point explanations of what we will do externally to deliver the Customer Principles