## Core Identity

*What are our core values, key differentiators, and brand traits?*

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## Challenges

*What problems are we trying to solve? What obstacles must we overcome?*

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## Aspirations

*What are the ideal desired outcomes? What do we want to achieve?*

- 

  Do these things to increase inquiries, quality of inquiries, visit registrations, and application starts.

## Our Audience

*Who are we trying to reach? What do they want to do? What do they care about?*

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## Focus Areas

*What is the scope of the strategy? What will we focus on for the most impact?*

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  This does not mean we neglect other areas. However, these will be prioritized in order to best meet project goals.

Adapted from the UX Strategy Blueprint developed by James Kalbach
https://experiencinginformation.wordpress.com/2014/08/12/ux-strategy-blueprint/

## Success Metrics Details (link to Success Metrics Spreadsheet) »

*What specific impact do we want to make through this project? What metrics will we use to gauge success?*

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