

Experience Canvas

Hypothesis: We believe that a new load balancing solution **enabled by** a virtualized solution integrated into the new portal experience **will solve** delays in implementing LB changes, a pricing gap in our product offering, and unnecessary manual provisioning effort **resulting in** happier customers, faster solution build time, and better LB product adoption. We'll know we're right when customers validate the experience, **measured by** user testing.

Date: 4.17.14

Iteration: 1.0

Problem	Idea	Value	Stakeholders	Personas
Our customers need an automated, affordable load balancing solution	Create a fast, easy ordering experience, followed up by the ability to configure the VLB and VIPs in the Customer Portal	Happier customers, faster solution build time, and better LB product adoption	Alan Glazer Bill Coleman Tony Freeburg Darrel Hyde	Evan is responsible for the availability and integrity of his company's systems. His biggest responsibilities include keeping IT systems running and getting systems that are down up as quickly as possible.
	MVE The customer is able to order a VLB appliance and VIP, add an SSL, and add their servers to the default server pool. Services are pre-configured for the most common scenarios.		Team Alan Van Arden Mike Morain Dave Bosley Greg Alldredge Matt Meeks	
End to end story Evan needs a new load balancer for a new application his company is developing. He logs into Portal and orders load balancing. As soon as he completes his order, provisioning is automatically kicked off for the HA load balancing appliance and his new VIP. The Portal tells him that it's begun provisioning and gives him the current status. When it's complete, he's notified by email, so he logs into Portal to configure his appliance and his VIPs. He uploads his SSL on the screen for his appliance, clicks on his VIP and is able to drag and drop his servers onto the load balancer to include them in his server pools, and his load balancing is ready to go.			Test Results Internal customers thought the experience was too confusing and complex, and want more options configured for them, since many options are fairly standard	

Decision: Refine / **Pivot, run another round** / Stop