

HEART FRAMEWORK

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / EXPERIENCE GOAL

What should improve for which audience and situation?

02 / HEART CATEGORIES

Which categories inform the goal and which are intentionally unused?

03 / SIGNALS

What behaviour or account would indicate success or difficulty?

04 / METRIC DEFINITION

Numerator, denominator, unit, interval and exclusions.

05 / DATA CHECK & COUNTERCHECK

Does collection capture the signal? What could mislead the interpretation?

06 / REVIEW & OWNER

Who reviews evidence and what product choice will it inform?

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / USER INTENTION

Why is the person interacting or returning?

02 / APPARENT IMPROVEMENT

Which metric changed and what explanation is proposed?

03 / COMPETING EXPLANATION

What else could create that pattern?

04 / MISSING CASES

Who or what is absent from this measure?

05 / COUNTEREVIDENCE

Which observation could challenge the preferred reading?

06 / DECISION & MEASUREMENT CHANGE

What should change in the product or measure, and who acts?