

# Design Action Plan Objectives

## How to use this tool

As a group discuss what key objectives do you want to achieve through the Design Action Plan. These should demonstrate your strategic intent and be based upon user insights. It can be helpful to use SMART criteria to frame your objectives (Specific, Measurable, Actionable, Relevant, Time-bound).



**OBJECTIVE 1**

**OBJECTIVE 2**

**OBJECTIVE 3**

**OBJECTIVE 4**