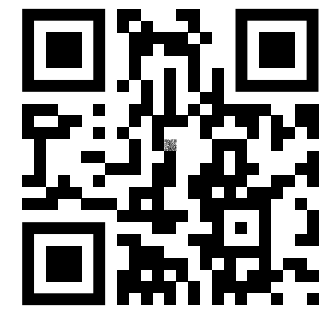


ROAMER Model Canvas — Orchestrating Stakeholder Alignment for Measurable, Collaborative Success

Project Title: _____ Start Date: _____ Prepared By: _____

Complete each phase using the prompts below. For examples, guidance, or additional prompts, visit roamermodel.com/prompts-library.



Before Stage		
Origin What problem are we solving? Hint: Describe the initial need. Example: Reduce customer churn.	Outcome What does success look like? Hint: Define measurable results. Example: 15% churn reduction in Q3.	Persona Who are we building this for? Hint: Identify target users. Example: Tech-savvy users aged 25-40.
During Stage		
Retrieve What existing data do we have? Hint: List available resources. Example: Customer support tickets, usage logs.	Observe What user behaviors can we observe? Hint: Identify user interactions. Example: User navigation patterns.	Analyze What is the problem statement? Hint: Interpret data and observations. Example: Users struggle with onboarding.
Make What solutions will we create? Hint: Outline the deliverables. Example: Redesigned onboarding flow.		Evaluate How will we measure success? Hint: Define key metrics. Example: Onboarding completion rate.
After Stage		
Review What lessons did we learn? Hint: Document key takeaways. Example: Simpler language improves user understanding.		Handoff Who will maintain this? Hint: Identify responsible parties. Example: Product and Support teams.