Whole Problem Canvas

Use this template to capture the 9 elements of well-defined customer problems.

- Start with the persona. It's best to start with the persona as you want to put the focus on creating solutions that people have and want.
- One canvas per persona. In most cases, it is best to create one canvas per persona, if you want to clearly define problems that each persona faces. With two personas on a canvas, it can be difficult to know which information applies for each persona.
- Conceptual Relatedness. Make sure each of the 9 ingredients are conceptually related to each other. For example, the actual and desired outcomes should represent results for the use cases identified on this canvas.
- Evidence. Try annotating the items on the canvas for which you have evidence to support your work. You could use a check-mark to indicate that you do have evidence. Or, red-yellow-green icons to represent the quality of evidence you have. You could even try adding a statement of evidence (e.g. a quotation from a customer.)

Difficult to visualize schedule timings and clashes on emails **CAUSES** What are the contributing or root problem (the gap between the desired and actual outcomes? Gap of more than a day and a half to schedule nter-departmer resources **PROBLEM** What is the gap between the persona's desired and actual outcomes? What is the size of this gap? How severe and frequent is the problem? What's the likelihood the problem will occur?

There are 4000+ universities just each with multiple departments

Email replies take

time as action

item is more

complex. Visual

scheduling can be

in realtime.

MARKET How many people fit

PERSONA What is the persona customers? What is their role in purchasing

solution?

Academic Program Administrator

JOB TO BE DONE

What is the fundamental task that the persona wants to accomplish?

> Manage a degree program

PROBLEM CATEGORY

Choose a label that identifies the type of problem that confronts the persona when doing the JTBD in the use cases.

> Inter-Department Resource Scheduling Problem

- Inter-department communication - Faculty availability conflict

- Diversity in Admissions -Partially remote program -New program Low placement rate - Competing with other programs for resources



USE CASES

What are the specific occasions or scenarios for which the persona may use or purchase your solution when doing the Job To Be Done?

Turn-around time to schedule faculty and course availability with another departmen should be less than 1 hour

High frequency

of occurrence:

Atleast 3 times

every year.

DESIRED OUTCOMES

What measurable results and experiences does the persona want when the Job To Be Done is completed?

ACTUAL OUTCOMES

What measurable results and experiences is the persona getting currently when the Job To Be Done is completed?

and course availability with another department is 2+ days