Open Canvas

project : _____

Problem

- Current culture of open etc is often not accessible to diverse, vulnerable, marginalised groups.
- Tension between open and safety for all members
- Open is not yet a movement people can get behind
- Existing framework for organisations is based on a culture that is not consentual, so issues often arise within collaborative projects.
- Bias built into UX and tech

Solution

- Address accessibility, develop a strategy for including all needs & viewpoints (within co-creation group design tech)
- Create safety for most vulnerable prioritiised
- Build a movement that is open but that drasws people in from other areas
- Build consent culture from the ground up and embed it into all ways of working /design/tech.

Key Metrics

- Code of conduct
- Community /design/tech. agreements
- System for ongoing training on boundaries/consent & NVC etc
- Are diverse groups participating?
- Diverse committee/working groups.

Unique Value Proposition

- We are creating a culture based on consent, accessibility, safety & collaboration, and the workshops / training that help embed this into our org, the open movement and can be rolled out to other orgs.
- This will form the basis of our design and tech for our community, our ways of working, design & tech for our platform
- And will be available to others through a web presence

User Profiles
Target audience and early adopters

See below plus end users, businesses/orgs that need to build consent culture.
And training for trainers.
Outline course
Support system
Workshops completed with outcomes
Are we ready to start designing yet
Developers who are cognisant of the culture

User Channels

- Eg law firms etc
- General public - mailing lists etc of similar ways/courses
- CNVC
- Video content for yt etc
- TED
- Ada's list/women in leadership

Resources Required

People
Research
Venues for Workshops
Platforms for discussion & collaboration to include people who can't attend
Repository for outcomes & docs

Contributor Profiles
Contribution types and ideal contributors

- People who are interested in a healthier way of doing things
- People who are vulnerable/marginalised in current systems

Contributor Channels

FB Group
Networking
Events
Speaking
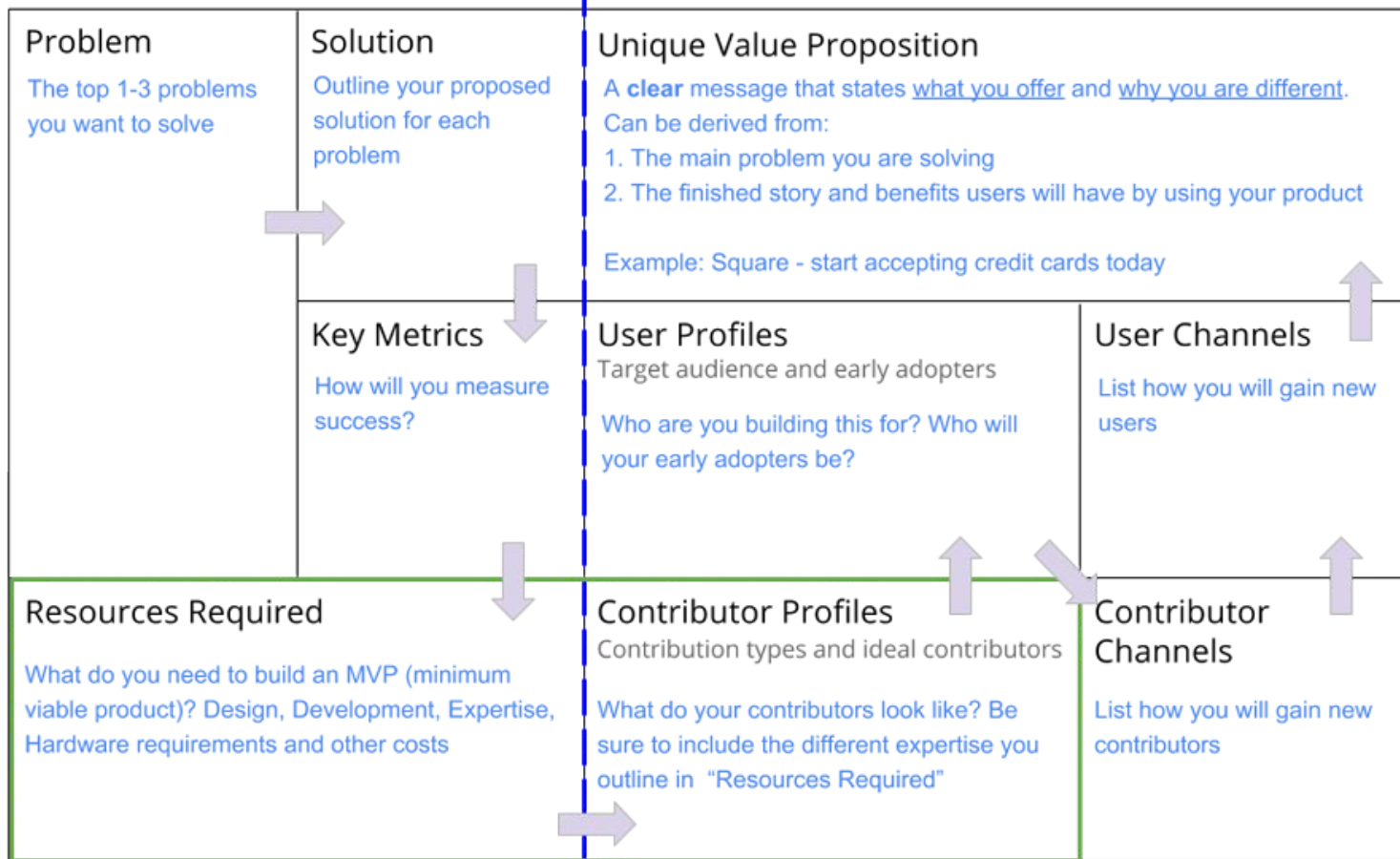Video
Running workshops

Project Execution

Product

Community

See next slide for instructions!

Open Canvas

project : Title

Make your own canvas: Go to **File** > **Make a Copy...**

Project Execution

Problem
The top 1-3 problems you want to solve

Solution
Outline your proposed solution for each problem

Unique Value Proposition
A **clear** message that states what you offer and why you are different.
Can be derived from:
1. The main problem you are solving
2. The finished story and benefits users will have by using your product

Example: Square - start accepting credit cards today

Key Metrics
How will you measure success?

User Profiles
Target audience and early adopters

Who are you building this for? Who will your early adopters be?

User Channels
List how you will gain new users

Resources Required
What do you need to build an MVP (minimum viable product)? Design, Development, Expertise, Hardware requirements and other costs

Contributor Profiles
Contribution types and ideal contributors

What do your contributors look like? Be sure to include the different expertise you outline in "Resources Required"

Contributor Channels
List how you will gain new contributors

Your users and contributors will likely overlap

Product   **Community**