

# Objective Measure Canvas

Title:

Date:

Quarter:

## Problems

What problems do prospective users and customers have today that your solution addresses?

1

## Solution Ideas

List objective ideas that solve problems for your product & business.

4

## How Will You Get Benefit?

If you achieved objectives, what will they do differently as a consequence? And, how will this benefit you?

5

## User Metrics

What specific employee / product / process behaviors can you measure that will indicate they adopt, use, and place value in your solution?

7

## Solutions Today

How do users address their problems today?

List competitive products or work-around approaches your users have for meeting their needs.

2

## Adoption Strategy

How will you discover and implement your objectives?

6

## Business Challenges

Given employee challenges above, how does solving their problems help move your business forward? What problem for your business does building these objectives solve?

3

## Budget

What's it worth to you?

How much money and/or development would you budget to discover, build, and refine this solution?

5

## Business Benefits and Metrics

What business performance metrics will be affected by the success of this solution?

These usually change as a consequence of employee's objective achievements.

8

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