Opportunity Canvas

Title:

Date:

Iteration:

Users & Customers

What types of users and customers have the challenges your solution addresses?

Look for differences in user's goals or uses that would affect their use of the product. Separate users and customers into different types based on those differences that make a difference. It's a bad idea to target "everyone" with your product.

2

Problems

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

1

Solutions Today

How do users address their problems today?

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

3

Solution ideas

List product, feature, or enhancement ideas that solve problems for your target audience.

1

How Will User's Get Benefit?

If your target audience has your solution, what will they do differently as a consequence? And, how will that benefit them?

5

Adoption Strategy

How will customers and users discover and adopt your solution?

7

User Metrics

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

6

Business Challenges

Given the customers and users and their challenges above, how does solving their problems help move your business forward? What problem for your business does building this product, feature, or enhancement solve?

4

Budget

What's it worth to you?

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

9

Business Benefits and Metrics

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

These usually change as a consequence of user's behavior changing.

8

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