

Design Thinking Canvas

A structured approach to planning design-led strategy and innovation

For:

Created:

People...

Who will we need to involve?

Storytelling...

How will we communicate over the course of the project?

Vision...

What will our future look like?

Problem...

What problems will we solve?

Solution...

What solutions will we develop?

Challenges...

What will we need to address?

Impact...

What difference will we make?

Management...

How will we deliver the project and monitor progress?

Discover

Define

Develop

Deliver

DTC 1.4.1 | 040619



Design Thinking Canvas
www.designthinkingcanvas.co.uk

Designed by
What Could Be Ltd.
www.whatcouldbe.com



Design Thinking Canvas by What Could Be Ltd is licensed under Creative Commons Attribution-ShareAlike 4.0 International License. Based on a work at www.whatcouldbe.com.

To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.