

Scoping canvas

This canvas serves the purpose of guiding your thought process as you set up a challenge for your team. Leaving blanks is OK!
Pro tip: focus on the problem and its context and keep an open mind - the team might come up with different solutions.

WHY THIS CHALLENGE?

How did the team come up with this challenge?
Why is it important for the team?

CUSTOMER SEGMENT

Who do you want to create value for?
Are there existing Personas?
Pro tip: Try to be as concrete as possible. “Entrepreneurs with less than 100k revenue” is concrete enough, while “SME’s” may need to be narrowed down.

THE CHALLENGE: HOW MIGHT WE...

Frame the challenge in the “how might we...” format, which frames the context clearly, but leaves options for solutions open!
For example: “HMW speed up the experience of a solo entrepreneur with less than 100k revenue when asking for help online while requesting a loan?”

FIRST SOLUTION IDEAS

First ideas on how to solve the challenge?
Why did you decide on these solutions?
What is the competition doing?

CURRENT SITUATION

What is the current customer journey? Any pains or problems?
What are customer’s alternatives and why are they not happy?
What are the assumptions here?
Which facts have already been validated?

SOLUTION ASSUMPTIONS

What do you think customers want to see changed?
What have you seen work before?
What do you think would make them more satisfied?

GOAL/SUCCESS

What kind of decision do you want to make at the end of the project?
What do you want to achieve?
What do you expect the team to do and find out?
What would be the successful outcome for you?

RELATED INITIATIVES & RESOURCES

Are there any projects which recently explored similar business areas/challenges?
Do you have any market research/reports done which could help us out?
Are there any people we should speak to that might have more information about the challenge or the customer segment of the current solution?