HiPoHa® Canvas - Digital & Behavior Transformation - Envisioning

Customer / Stakeholder / Segment	Customer/Stakeholder Journe	Customer / Stakeholder Intention (Fast / Frugal / Safe / Easy)					
•							
Performan	ce Undersupply (PUX)		Extreme Objective				
Past Future Digital Dots			Possibilities				

HiPoHa® Canvas - Digital & Behavior Transformation - Execution

Zoom In Pivot								
MVP 1		MVP 2		MVP 3		MVP 4		MVP 5
				-				
Zoom Out Pivot								
MVP 1		MVP 2		MVP 3		MVP 4		MVP 5