

Design Thinking Canvas

A structured approach to planning design-led strategy and innovation

For:

Created:

People...

Who will we need to involve?

Have we identified all the individuals who may influence the creation, delivery, and use of the solution we develop? Highlight the most important stakeholders and articulate their needs, goals, and/or motivations.

Storytelling...

How will we communicate over the course of the project?

Have we determined what we need to communicate, when, and to whom in order to maintain momentum and support? Identify influential audiences and communication channels throughout the project.

Vision...

What will our future look like?

Have we got a compelling vision of the future that everyone believes in and is inspired by? Convey what we are trying to create and why it matters.

Problem...

What problems will we solve?

Have we verified a problem worth solving? State the problem(s) we are going to solve. 'How might we ...'

Solution...

What solutions will we develop?

Have we validated a solution to the problem? Describe what we will be delivering.

A Potential Opportunity

What do we believe the potential problem or opportunity to be?

Uncertain on the opportunity area? Perform a "Purpose Primer" exercise.

The Verified Problem

What is the verified problem? *How might we...*

Don't have a verified problem? Return to the first box, and explore the Problem space.

The Validated Solution

What is the validated solution? *Describe it in detail.*

Don't have a validated solution? Return to the second box, and explore the Solution space.

Challenges...

What will we need to address?

Have we identified what might prevent us from achieving our vision? List our key obstacles, areas of potential opportunity and any enablers.

Impact...

What difference will we make?

Have we agreed upon measures of success? Specify how we will measure and report upon impact.

Discover

Define

Develop

Deliver

Management...

How will we deliver the project and monitor progress?

Have we got an overall project plan in place and the necessary resources? Identify key milestones, measures, and the people responsible for each.

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