

Opportunity canvas

Goal:

What's the opportunity?	How will we approach it?	How will we know we are succeeding?
<p>Customer opportunity</p> <p>What problems, opportunities, desires or needs do prospective customers have today?</p> <p>1</p>	<p>Solutions today</p> <p>How do customers address their problems today? List competitive products or work-around approaches they have for meeting their needs.</p> <p>4</p>	<p>Customer metrics</p> <p>What specific customer behaviours can you use to track success? What will indicate they adopt, use, and place value in your solution?</p> <p>7</p>
<p>Business opportunity</p> <p>What is the opportunity or value to your business? What are the challenges/, problems, regulations that impact your business?</p> <p>2</p>	<p>Constraints</p> <p>Are there constraints, such as budget, time, technical? How much is this opportunity worth realising or problem worth solving to your business?</p> <p>5</p>	<p>Business metrics</p> <p>What business performance metrics can you use to track the success of your solution?</p> <p>8</p>
<p>Customers & users</p> <p>Who is your target audience? What types of customers and users are you solving this problem or realising this opportunity for?</p> <p>3</p>	<p>Solution ideas</p> <p>List product, feature, or enhancement ideas that would solve the problem for your target audience. How will we know we are succeeding?</p> <p>6</p>	<p>Adoption & usage</p> <p>How will your target audience discover and adopt your solution? What will they do differently as a consequence?</p> <p>9</p>