

Opportunity Canvas

Mission

What's the opportunity?

Customer Problems

What problems do prospective users and customers have today?

1

Business Problems

What are the challenges/problems that impact your business

2

Customers & Users

What types of users and customers have the customer/ business problems

3

How will we approach it?

Solutions Today

How do users address their problems today?
List competitive products or work-around approaches your users have for meeting their needs.

4

Budget

Are there time/budget constraints?

5

Solution Ideas

List product, feature, or enhancement ideas that solve problems for your target audience. Which problems does your solution address?

6

How will we know we are succeeding?

User Metrics

What specific user behaviors can you measure that will indicate they try, adopt, use, and place value in your solution?

7

Business Metrics

What business performance metrics will be affected by the success of this solution? These usually change as a consequence of users actually buying and using your solution.

8

How will users adopt and use your solution?

If your target audience discover your solution, what will they do differently as a consequence? How will that benefit them?

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