Scoping Canvas

Team:

1 The Challenge

What is your challenge?

Why is this challenge important for the team?

2 Customer Segment

Who do you want to create value for?
Are there existing personas?

3 Current Situation

What is the current customer journey? Any pains or problems?

What are customer's alternatives and why are they not happy?

4 Assumptions

What are the underlying assumptions/ hypothesis that lead us to do this project?

We need to test the assumptions that ...

5 Questions

What are some questions we want to address?

What are some unknowns we want to find out more about?

6 Goal/Success

What is it you want to achieve with this project?

What would be a successful outcome for you?

We aim to [complete this field] with this project.

7 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?

What are some insights, facts we already know that can guide the team to better understand the challenge?

Who should we speak to that's sitting on insights, expertise, experiences that are valuable for our challenge?

board of innovation   Kimberly-Clark