

# SUPPORT METHODS:IDEA CANVAS

IF THE PROBLEM DEFINITION TAKE TIME, FOCUS ON THE CUSTOMER SEGMENT AND SOLUTION

What Is this for?

Use this support method to spark discussion before you agree on the customer segment and problem you are going to solve with your idea.

THIS EXERCISE SUPPORTS YOU TO FILL IN SECTIONS 1 PROBLEM, 1 EXISTING ALTERNATIVES, 2 CUSTOMER SEGMENTS, 2 EARLY ADOPTERS ON THE THE IDEA CANVAS.

**DEFINING THE PROBLEM & OPPORTUNITY**

Think about who we would like to help today.  
What are their key tasks?  
What are the problems and opportunities surrounding this person or group?

WHO DO WE HELP?	THEIR KEY TASKS?	PROBLEMS / OPPORTUNITIES WE SEE

**VOTE for the MOST INTERESTING PROBLEM (2 votes each)**

Refine the chosen problem / opportunity:  
\*How might we \_\_\_\_\_ for \_\_\_\_\_ so that \_\_\_\_\_

# DEFINING THE PROBLEM & OPPORTUNITY



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WHO DO WE HELP?	THEIR KEY TASKS?	PROBLEMS / OPPORTUNITIES WE SEE

<b>VOTE for the MOST INTERESTING PROBLEM!</b> (3 votes each)	<b>Refine the chosen problem / opportunity:</b> “How might we _____ for _____ so that _____”
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