Opportunity Canvas

Title: Date: Iteration:

Users & Customers
What types of users and customers have the challenges your solution addresses?

2

Problems
What problems do prospective users and customers have today that your solution addresses?

1

Solutions Today
How do users address their problems today?

3

Solution Ideas
List product, feature, or enhancement ideas that solve problems for your target audience.

1

User Value
If your target audience has your solution, how can they do things differently as a result? How will that benefit them?

4

Adoption Strategy
How will customers and users discover and adopt your solution?

6

User Metrics
What behaviors can you measure that will indicate they adopt, use, and place value in your solution?

5

Business Problems
What problems does building this product, feature, or enhancement solve for your business?

7

Budget
What is it worth to you?

9

Business Metrics
What business performance metrics will be affected by the success of this solution?

8