

Problem Defining Canvas

What is the problem

01

Who has the problem?

When and Where do they experience it?

02

What is the scope?

Small ↔ Big
Trivial ↔ Serious
Static ↔ Dynamic

03

What are the elements of the problem?

Physical, social, emotional, professional, primary, secondary

04

Who else has it?

Colleagues, competitors, other domains, etc.

How do they deal with it?

05

Who does not have it?

Colleagues, competitors, other domains, etc.

Why not?

Avoided Mitigated
 Solved Other

06

Why haven't we solved it?

It's New It's Hard
 It's Low Priority Other

07

Stated another way, the problem is:

How might we create ways to

_____ ACT ON PAIN/GAIN

for _____ PERSONA

while Considering _____ OTHER STAKE HOLDERS

as we aim to _____ JOB TO BE DONE