

# Opportunity Canvas

Title:

Date:

Iteration:

## Users & Customers

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

Look for differences in user's goals or uses that would affect their use of the product. Separate users and customers into different types based on those differences that make a difference. It's a bad idea to target "everyone" with your product.

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## Problems

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

What needs, goals, or jobs-to-be-done should your solution address?

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## Solutions Today

How do users address their problems today?

List competitive products or work-around approaches your users have for meeting their needs.

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## Solution ideas

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

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## How will users get value using your solution?

If your target audience has your solution, what will they do differently as a consequence? And, how will that benefit them?

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## Adoption Strategy

How will customers and users discover and adopt your solution?

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## User Metrics

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

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## Business Challenges

How do the customers' and users' and their challenges above impact your business? If you don't solve these problems for your customers and users, will it hurt your business? How?

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## Budget

What might it cost your organization if you don't create this solution? What might your organization earn or save if you do? Given that, what would your organization budget to create this solution?

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## Business Benefits and 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.

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