PROBLEM SOLVING CANVAS

DEFINING THE PROBLEM

1. What is the problem? [need]

2. Who is impacted? [users]

3. What are the causes of the problem? [causes]

4. What is the evidence? Whom can you interview? What experiment can you run? [evidence]

IDENTIFYING SOLUTIONS

5. How can the problem be tackled? [big idea]

6. What is the mechanism of beneficial change? [theory of change]

7. Who is most likely to be supportive? [champions]

8. Who is most likely to be opposed? [foes]

DESIGNING FOR IMPLEMENTATION

9. How will the solution work? [user experience]

10. Who has to do what to make it happen? [partners, competitors]

11. With whom can I collaborate and partner? [partners]

12. Why do this now? [precipitating events]

13. Who else is in the field? [competitors]\

14. Why is this project still needed? What's missing? [gap analysis]

15. Physical, human and intellectual resources needed? [resources]

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16. Strategy? [Next steps]

17. Cost Structure? Financial Sustainability? Revenue Streams? [cost]

EVALUATION AND EVOLUTION

18. Key metrics? [metrics]

19. How might this go wrong? [risks]

20. How will I promote adoption? [champions]