

# Scoping canvas part I

## 1 The challenge: how might we...

Guidelines on framing your How Might We challenge

- > The challenge is human and subjective. Understanding human behaviour is key to project success.
- > Project is geared towards discovery and not towards short term delivery.
- > Challenge does not dictate solution space or user needs/ problems space.
- > Challenge space is narrow enough to enable more depth than breath during discovery.

## 2 Why this challenge?

How did the team come up with this challenge?  
Why is this challenge important for the team?  
What are the strategic ambitions behind this challenge?

## 3 Customer segment

Who do you want to create value for?  
Are there existing personas?

## 5 Assumptions

What are the underlying assumptions/ hypothesis that lead us to do this project?  
We need to test the assumptions that ...

## 7 Goal/Success

What is it you want to achieve with this project?  
What would be a successful outcome for you?  
We aim to [complete this field] with this project.

## 4 Current situation

What is the current customer journey?  
Any pains or problems? What are customer's alternatives and why are they not happy?

## 6 Questions

What are some questions we want to address?  
What are some unknowns we want to find out more about?

## 8 Related initiatives & resources

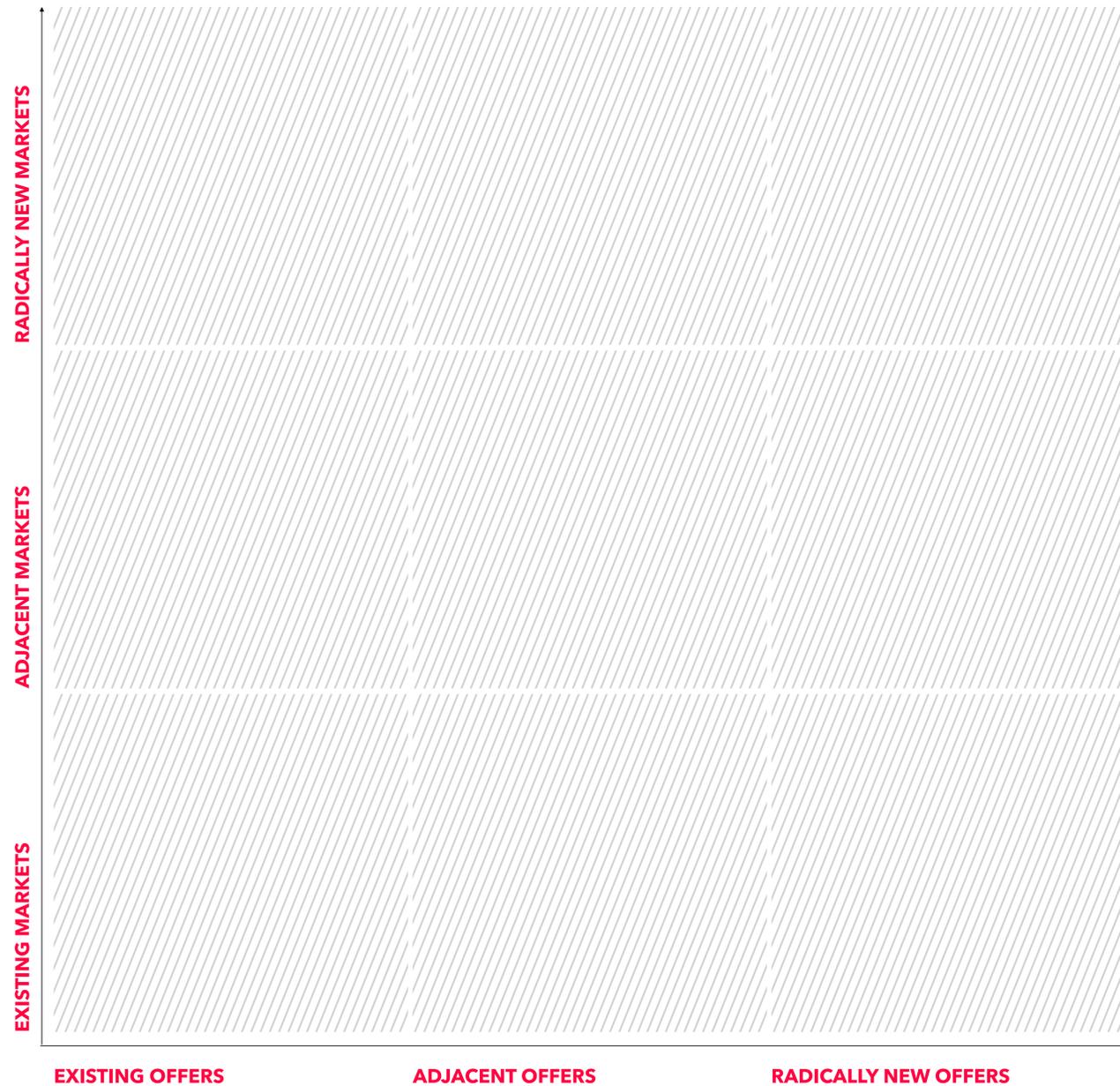
Are there any projects which recently explored similar business areas/challenges? Do you have any market research/reports done which could help us out?  
What are some insights, facts we already know that can guide the team to better understand the challenge? Who should we speak to that's sitting on insights, expertise, experiences that are valuable for our challenge?

# Scoping canvas part II

**1 Innovation scope**  
 How radical are you expecting the outcome of this project to be?  
 How far are you willing to stretch away from the existing market you're serving?  
 How much risk are you willing to take?

**2 Core team**  
 Guidelines on setting up the core team:  
 > Max. 6 participants from at least 3 different business units  
 > 1 technical architect  
 > Participants can commit 3 days per week for the project

**3 The coaches**  
 Note: this project is a learning opportunity for the in-house coach to apply his/ her Design Thinking skills with the long term purpose to build in-house Design Thinking capability.



Team leader: \_\_\_\_\_

Technical architect: \_\_\_\_\_

Participant 3: \_\_\_\_\_

Participant 4: \_\_\_\_\_

Participant 5: \_\_\_\_\_

Participant 6: \_\_\_\_\_

Lead coach: \_\_\_\_\_

In-house coach: \_\_\_\_\_

**4 Project timeline**  
 Choose your options



**5 Milestones**  
 Fill in the dates below the title

