

Canvas



What is this?

When ideas are clouded by subjectivity, this technique quickly highlights the strengths of an idea using input from across the group. Weaker ideas will not stand up to the criteria and will fall out of the process.

How it works

Step 1

Ask each group member to choose an idea and complete the Canvas overleaf for it.

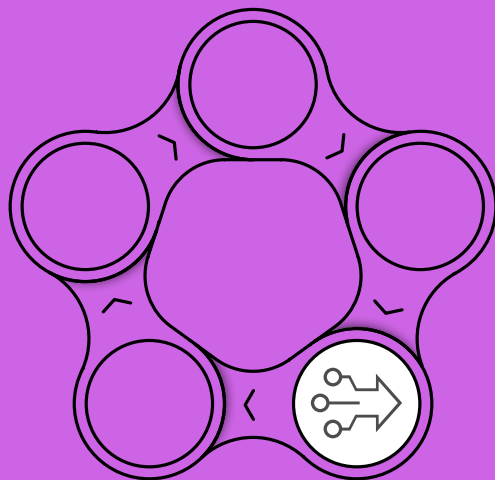
Step 2

Once the Canvas is complete, discuss the answers as a group and add their feedback to the Canvas to further strengthen the idea.

Why it works

By completing the 10 boxes on the Canvas, the individual is forced to remove their subjectivity and objectively evaluate the idea based on its benefits, costs and metrics.

Problem	Solution	Key Metrics	Unique Value Proposition	The 'Wow!'
Top 3 problems that the idea will solve	Top 3 features of the idea	What impacts will it have on areas including: strategy, economic, innovation, management?	How will it create value for the organisation?	What's the 'one' feature that the idea will be remembered for?
Users	Costs	Financial Benefits	Other Benefits	Other Conclusions
Which departments and teams will benefit from it?	What adoption and on-going costs will be involved?	What are the time and budget benefits?	What are the other benefits?	Which other areas must the idea be validated against?



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