

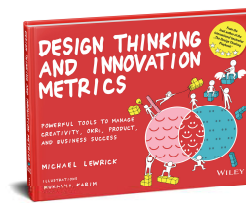
Project:
Team:
Version & Date:



Quick guide: The template has the purpose of tracking the developments of different design challenges and initiatives and documenting the respective validation steps. The applied framework might distinguish between projects with more incremental and more radical innovations based on today's and tomorrow's needs.

PROBLEM TO SCALE AND GROWTH INNOVATION FUNNEL TEMPLATE

More tips & tricks on book page: 219



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www.design-metrics.com



Exploration Based On:	Distill <i>Customer need (Problem identified)</i>	Validate <i>Validate hypotheses (Problem/Solution Fit)</i>	Prove <i>Test MVP/MVE (Product/Market Fit)</i>	Invest <i>Agile delivery (Talent to value)</i>	Scale <i>Growth (Accelerate growth)</i>
Today's Customer Needs 					
Tomorrow's Customer Needs 					
Discontinued Initiatives and Design Challenges 					
Track Progress <i>Percent moving along the problem to scale and growth framework</i> 					
<i>Percent of original total of customer problems (today and tomorrow) observed in the market</i> 					
Total Design Challenges 					