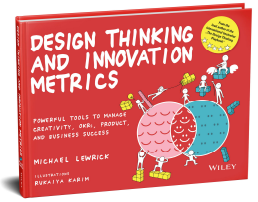
Project:
Team:
Version & Date:

DESIGN THINKING CANVAS

Quick guide: The canvas summarizes the most important findings from the exploration of customer needs in the problem space to the final prototype in the solution space. The design thinking micro cycle (steps 1 to 11) consisting of the phases understand, observe, define the point of view, ideate, prototype and test is run through as often as necessary until the *Problem/Solution Fit* is achieved.

More tips & tricks on book page: 129



Lewrick, M.
Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com

1 How to Define Sucecss
What is success for the customer?

10 Vision (Prototype)
What is the contribution to the north star?

13 Requirements for MVP
Which prototypes should be implemented as MVPs?

Problem Space

diverge

converge

3 Empathy Map
What are the deeper needs of the customers?

4 Jobs-To-Be-Done
Which jobs have the highest priority?

Problem Statement 2A
Where is the problem?

Critical Items 6
Which critical experiences and functions are of great importance to the customer?

HMW-Question 2B
What is the point of view that can be derived from the findings of the previous phases?

Solution Space

diverge

converge

7 Ideation
How could the problem be solved? How do others solve it? What if...?

8 Prototype & Test
What critical functions and experiences can be built and tested?

11 Final Prototype
Does the solution correspond to the customer needs?

Understand *Observe* *Define point of view* *Ideate* *Prototype* *Test*

5 Description of the Persona
Who has the problem?

9 Documentation of the Prototypes via Exploration Map
What worked? What didn't work?

12 Lean Canvas
How can the short concept be described?

Get a PDF Premium Design Thinking and Innovation Metrics Template:
WWW.DT-TOOLBOOK.COM/ SHOP