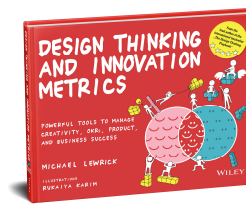




Quick guide: The canvas helps to structure and visualize the innovation project. The fully completed Lean Canvas documents the final *Problem/Solution Fit*. The results of the Design Thinking iterations can be summarized with the Lean Canvas. The canvas also helps to find out which assumptions have not yet been tested.

LEAN CANVAS

More tips & tricks on book page: 137



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

WHO..... (CUSTOMER)		WANTS..... (PRODUCT, SERVICE,... WHAT)		FOR..... (SATISFACTION OF NEEDS)		BECAUSE..... (MOTIVATION)	
Problem <i>What are the main problems that the business idea has to solve?</i> <i>Describe the biggest 1-3 problems of your customers.</i> 1		Solution <i>Describe a solution for each problem.</i> 4		Unique Value Proposition <i>What value should be provided to the customers?</i> <i>A simple, clear message that explains why the solution is different and noteworthy.</i> 3		Unfair Advantage <i>Something that makes it difficult for the others to copy the solution.</i> 6	
Existing Alternatives <i>How have these problems been solved so far?</i> 5		Key Metrics <i>Which measurable figures show whether the solution works?</i> 		Channels <i>Through which channels do your customer segments want to be reached?</i> 		Customer Segment <i>List the target and user groups.</i> <i>For whom does the solution add value?</i> <i>Who are the most important customer'?</i> 2	
Cost Structure <i>List the main fixed and variable costs.</i> 		High-Level Concept <i>X for Y analogy: Is there a simple analogy? (e.g., YouTube as Flickr for video)</i> 		Early Adopters <i>Describe the characteristics of the early adopters (those customers who will use the product first). The ideal customers may not necessarily be the first customers.</i> 			
Revenue Stream <i>List the sources of income.</i> 							