Lean UX Canvas

Business Problem
What business have you identified that needs help?

1

Solution ideas
List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

5

Business Outcomes
(Changes in customer behavior)
What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

2

Users & Customers
What types of users and customers should you focus on first?

3

User Benefits
What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

4

Hypotheses
Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement:

"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

6

What's the most important thing we need to learn first?
For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong.

7

What's the least amount of work we need to do to learn the next most important thing?
Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

8