

SCOPING CANVAS TOOL

The Scoping Canvas is a tool that ensures scoping and alignment while setting goals for the project

WHY USE THIS TOOL?

The Scoping Canvas highlights potential problems and indicates what needs to be included.

WHERE CAN YOU FIND THIS TOOL?

You can find more information on this and other tools from Board of Innovation at www.boardofinnovation.com

HOW TO USE IT

1. Using the challenge you're trying to solve, answer and fill the first 6 boxes on the worksheet.
2. Using your previous answers, re-frame the challenge to a "how might we question" that aligns to the goals you have set.
3. In the last box, include any related initiatives or projects that have explored challenges similar to what you have defined.

SCOPING CANVAS TOOL

Objective: To create alignment by goal setting.

STEP 3 - STRATEGIZE WITH INTENT: GENERATIVE

<p>WHY THIS CHALLENGE? How did the team come up with this challenge? Why is it important for the team?</p>	<p>CUSTOMER SEGMENT Who do you want to create value for?</p>
<p>FIRST SOLUTION IDEAS What are your first ideas on how to solve the challenge? Why did you decide on these solutions? What is the competition doing?</p>	<p>CURRENT SITUATIONS What is the current user journey?</p>
<p>SOLUTION ASSUMPTION What do you think users want to see changed?</p>	<p>GOAL/SUCCESS What kind of decision do you want to make at the end of the project?</p>
<p>THE CHALLENGE: HOW MIGHT WE... Frame the challenge in the "how might we..." format, which frames the context clearly, but leaves options for solutions open!</p>	<p>RELATED INITIATIVES & RESOURCES Are there any projects which recently explored similar business areas/challenges?</p>