Problem-Solution Canvas™

Pragmadik.

Current

Current Problem Statement
-What do we think the problem is?
-Why is it a problem?
-Why is it happening (examine big picture)?
-What data/insights do we have that supports what we think?

Definition of Success
-What does success look like? (Measures and ideal outcomes)

Problem Audiences (up to 5)
-Who does the problem impact?
-How do they view the problem? (Their issues, perceptions, etc.)

Problem Costs
-What is the problem costing us currently? (Money, time, resources, etc.)

Problem Severity/Impact
-Short Term
-Long Term

Current Solutions
-How is the problem addressed today?
-What are the gaps in the current solution's effectiveness?
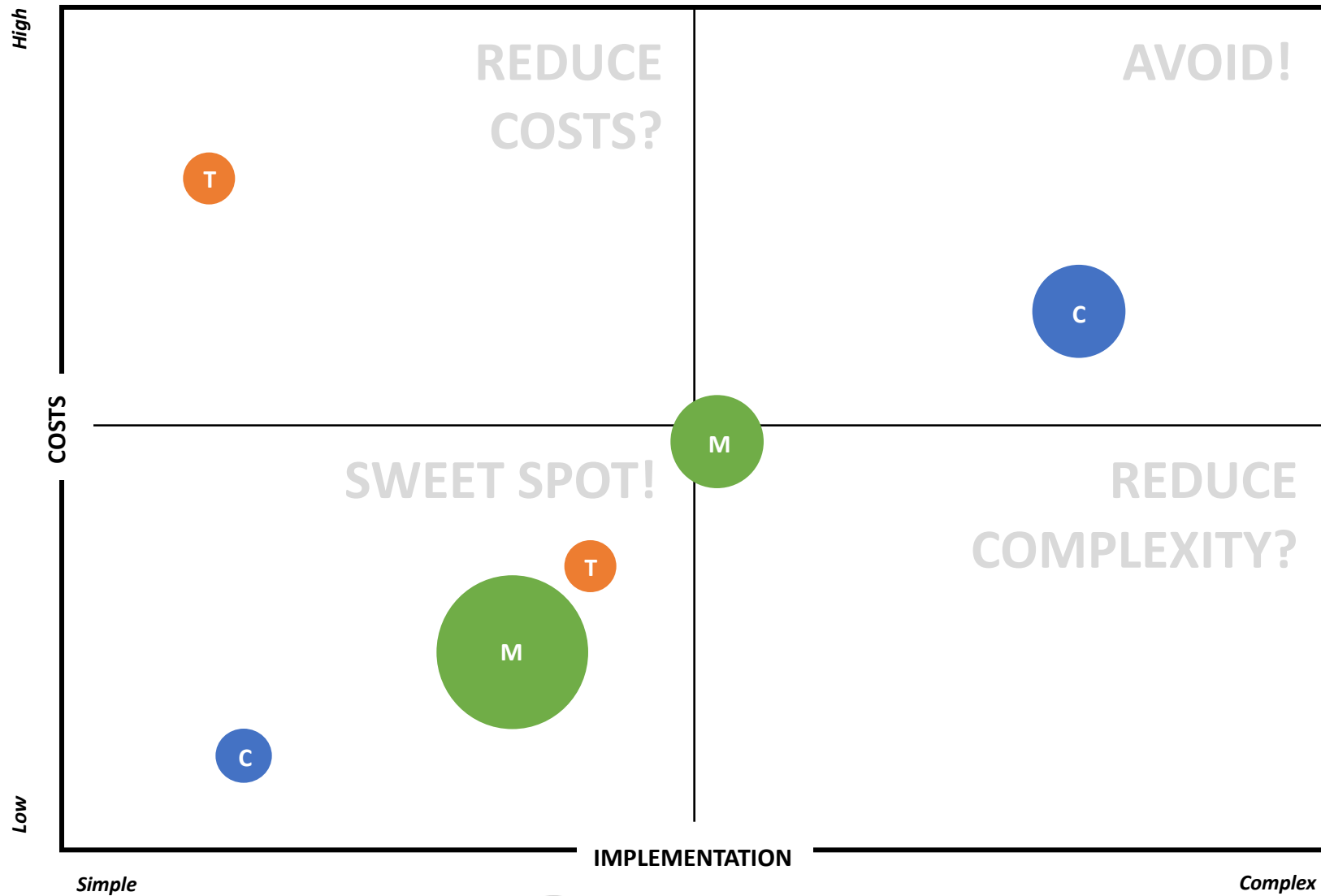
Future

Possible Solutions (up to 2 each)
-Traditional
-Creative
-Moonshot

Benefits/Downsides (of each possible solution)
-Costs
-Time/Resources
-Differentiation/Value
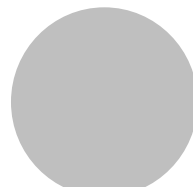
3-Axis Solution Ranking Matrix™

Pragmadik.

COSTS

High

Low

REDUCE COSTS?

AVOID!

SWEET SPOT!

REDUCE COMPLEXITY?

IMPLEMENTATION

Simple

Complex

IMPACT LEVEL ON SUCCESS

Weak   Average   Strong