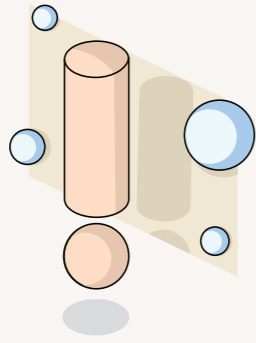


01 DESIGN PROCESS

## PROJECT NAME

What's the name of the project you are working on?

\* Use one line of post-its for each project

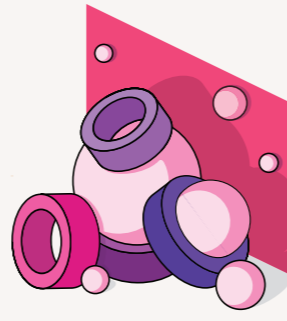


02 DESIGN PROCESS

## KEY USERS

Who are the target users for this project?

USER ANALYSIS

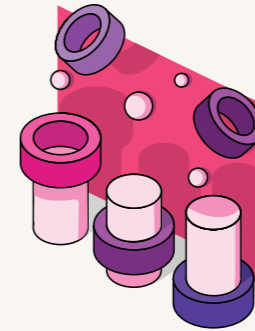


03 DESIGN PROCESS

## KEY USER PROBLEMS/ NEEDS

Write down at least three of the users' problems/needs

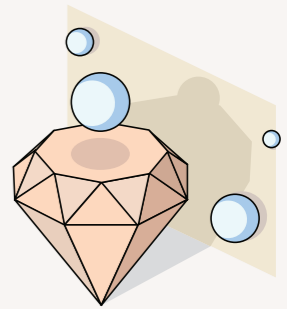
USER ANALYSIS



04 DESIGN PROCESS

## SOLUTIONS AND FEATURES

What problems/needs do the solutions/features solve?

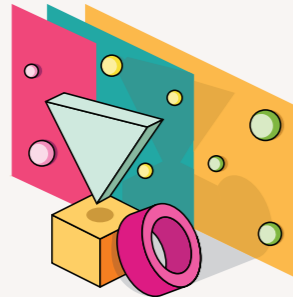


05 DESIGN PROCESS

## REQUIREMENTS

What are the main requirements of this project?

USER ANALYSIS COMPETITOR ANALYSIS BUSINESS MODEL ANALYSIS

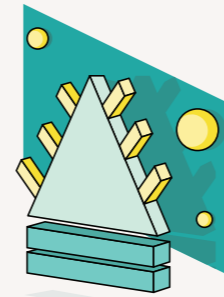


06 DESIGN PROCESS

## UNIQUE VALUE PROPOSITION

What is the UVP of the project? What makes it special?

COMPETITOR ANALYSIS

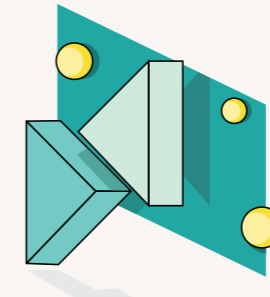


07 DESIGN PROCESS

## COMPETITIVE STRATEGY

How do you plan to compete in the market?

COMPETITOR ANALYSIS

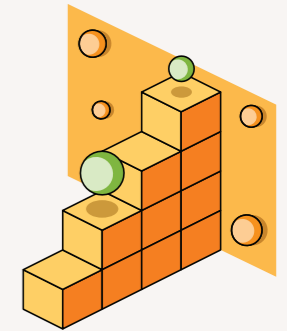


08 DESIGN PROCESS

## BUSINESS GOALS AND KPIs

What goals do you want to reach? Are the goals measurable?

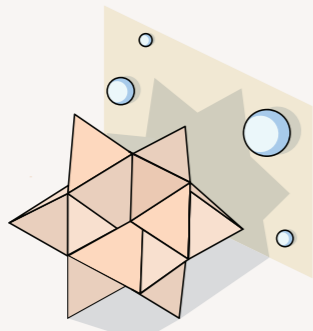
BUSINESS MODEL ANALYSIS



09 DESIGN PROCESS

## USER AND BUSINESS PAIN POINTS

What pain points did users and stakeholders identify?

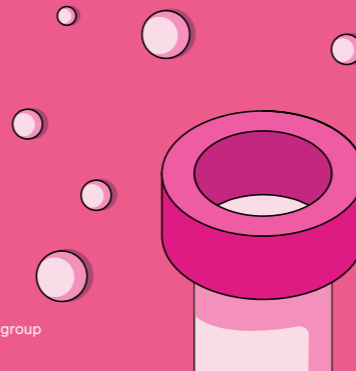


01 USER ANALYSIS

## USER TYPE

Give a name to the group of users you are analyzing

\* Use one line of post-its for each target group



02 USER ANALYSIS

## USER DEMOGRAPHICS

How old are they? What's their job? What is their level of education?



03 USER ANALYSIS

## USER HABITS

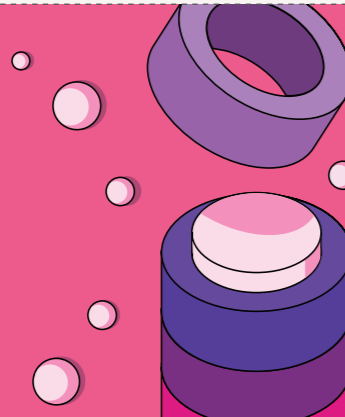
How do they live? What are their hobbies and habits? What kind of media do they use?



04 USER ANALYSIS

## USER PROBLEMS/ NEEDS

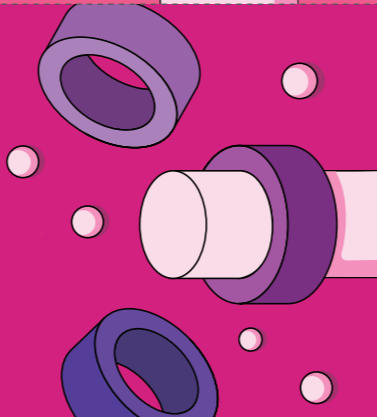
What are the target group members' problems and needs?



01 ADVANCED - USER JOURNEY

## ACQUISITION/ AWARENESS

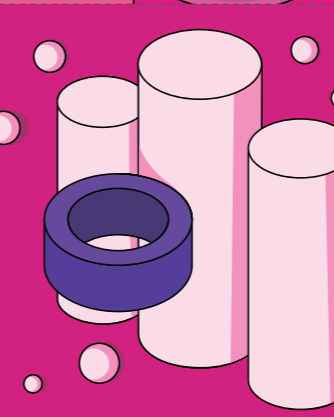
The user discovers the product/ The user becomes aware of a need



02 ADVANCED - USER JOURNEY

## COMPARISON

The user compares the product with other known competitors



03 ADVANCED - USER JOURNEY

## PURCHASE/ EXPERIENCE

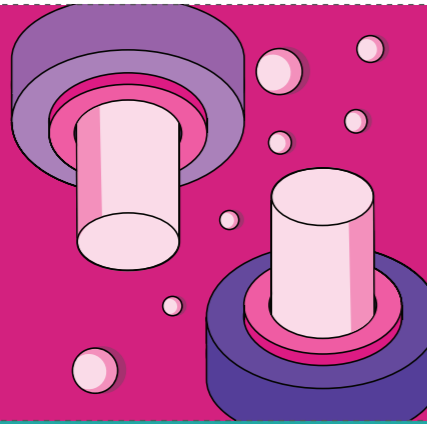
The user makes the purchase/ The user experiences the product



04 **ADVANCED - USER JOURNEY**

## RETENTION

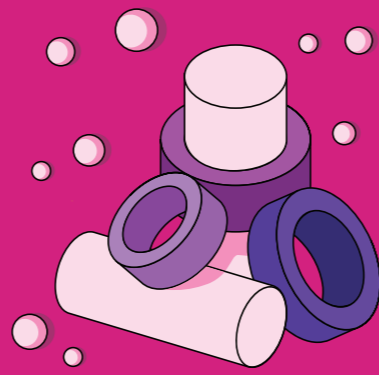
Will the user use the product again?



05 **ADVANCED - USER JOURNEY**

## ADVOCACY

Does the user talk about the product? Would the user recommend it?



01 **COMPETITOR ANALYSIS**

## COMPETITOR/COMPARABLE NAME

Write down the name of the competitor/comparable

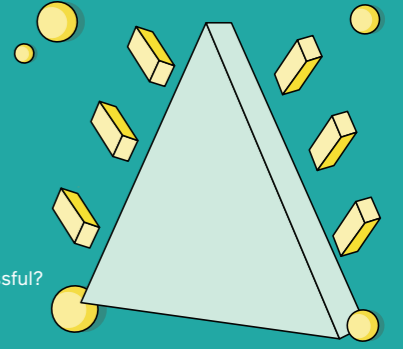
\* Use one line of post-its for each competitor



02 **COMPETITOR ANALYSIS**

## STRENGTHS

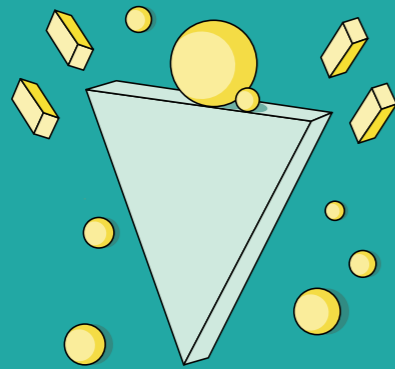
What are the competitor's superpowers? Why is it successful?



03 **COMPETITOR ANALYSIS**

## WEAKNESSES

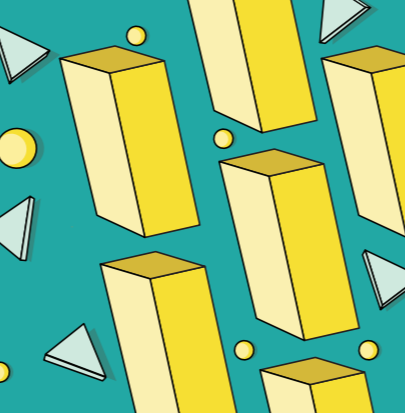
What are the competitor's critical points?



04 **COMPETITOR ANALYSIS**

## COMPETING VALUES

Summarize the values on which this competitor has based a winning strategy



05 **COMPETITOR ANALYSIS**

## OPPORTUNITIES

What opportunities does your project have compared to the competition?

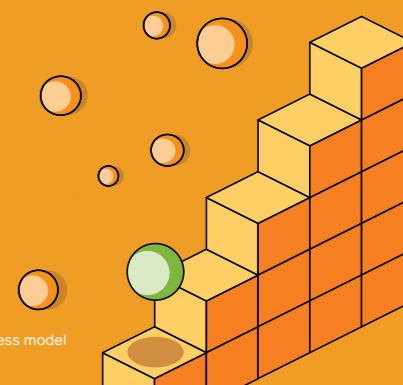


01 **BUSINESS MODEL ANALYSIS**

## BUSINESS MODEL

Name the way your business captures value

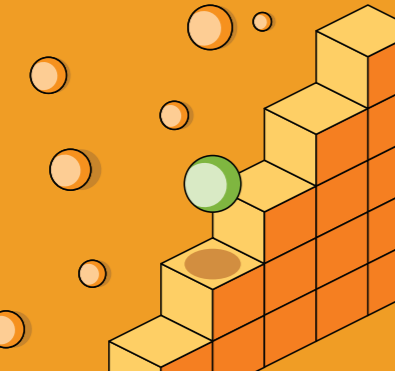
\* Use one line of post-its for each business model



02 **BUSINESS MODEL ANALYSIS**

## WHAT IS OFFERED

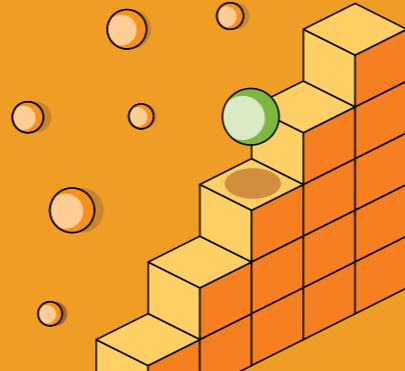
It's an exchange: what is being given?



03 **BUSINESS MODEL ANALYSIS**

## TO WHOM IT IS OFFERED

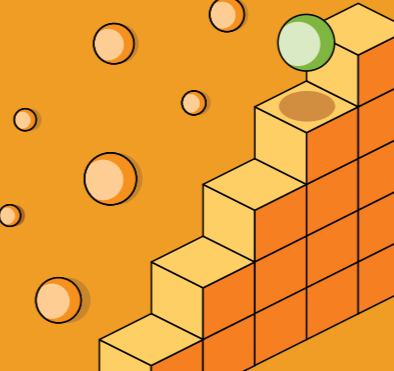
Who is receiving it?



04 **BUSINESS MODEL ANALYSIS**

## HOW IT IS OFFERED

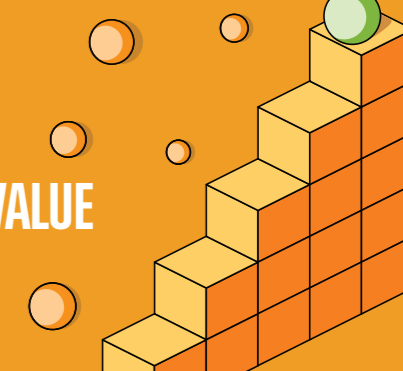
How and through which channels?



05 **BUSINESS MODEL ANALYSIS**

## WHY YOU CAPTURE VALUE

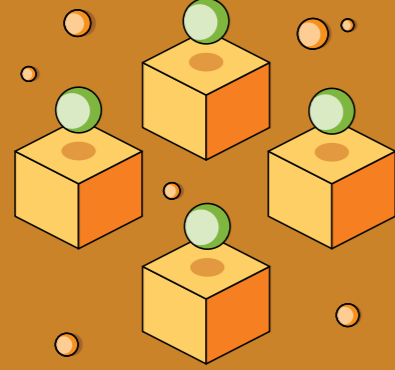
Why does the entity who runs the business capture value?



01 **ADVANCED - BM EVALUATION**

## NEED LIST

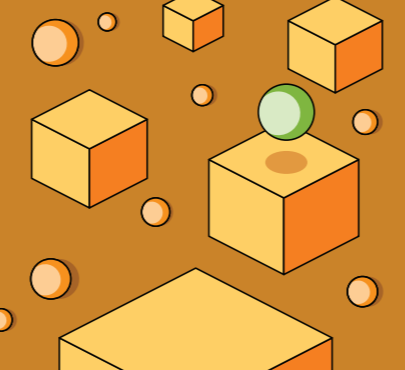
What do you need to get the business up and running?



02 **ADVANCED - BM EVALUATION**

## COSTS

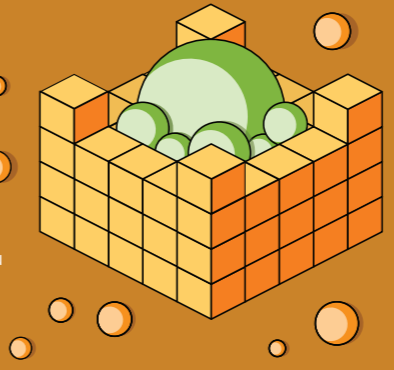
What are the estimated expenses?



03 **ADVANCED - BM EVALUATION**

## KEY METRICS

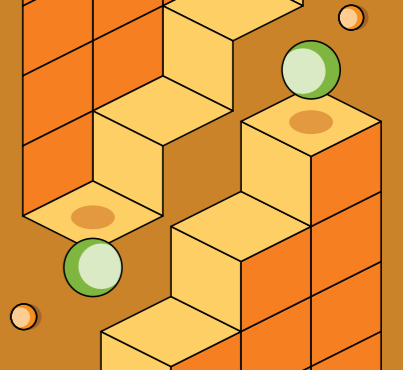
What variables and data do you need to monitor?



04 **ADVANCED - BM EVALUATION**

## VALUABILITY CHECK

Is the business model realistic and viable?



01 VERY ADVANCED - ITERATIONS

## ITERATION HYPOTHESIS

How can we innovate? New products, new processes, new business models?

01 VERY ADVANCED - ITERATIONS

## WORST CASE SCENARIO

Find the solution that prevents the worst possible scenario

05 VERY ADVANCED - ITERATIONS

## BUSINESS MODEL INNOVATION

Can you drastically change the current business model?

02 VERY ADVANCED - ITERATIONS

## VALUE INDEX

What is the Benefits/Costs ratio?

02 VERY ADVANCED - ITERATIONS

## PRODUCT INNOVATION

How can you innovate the product/service?

03 VERY ADVANCED - ITERATIONS

## TO-DO LIST

What are the necessary actions to introduce the change?

03 VERY ADVANCED - ITERATIONS

## PROCESS INNOVATION

Can you optimize the costs and/or the processes?

04 VERY ADVANCED - ITERATIONS

## MANAGEMENT

Who is going to supervise all the needed actions?

04 VERY ADVANCED - ITERATIONS

## BUSINESS MODEL ENHANCEMENT

Can you enhance the existing business model?

# BAD

Business Aware Design



BAD Canvas is a product by Sefirot Independent Publisher