TECH VALUE CANVAS

Find how technology can create value

PERSONA :

Who are we designing for ?

1. USER GOALS

What do customers want
to accomplish ?
Their 'Jobs to be Done' ?

2. CHALLENGES

Where do they struggle ?
What improvements do
they desire ?

5. IDEATION

How can the technology help
address user challenges ?
How can we leverage it's abilities ?

6. OUTCOMES

What should users be able to
achieve ?
What would the 'User Stories' be ?

7. TO-DOS

What do we need to
build or test ?
Design better UI/UX ?
Engineering efforts ?

3. CURRENT COSTS

Do current tasks & problems cost time, money,
stress, or other negative consequences ?
What is the value of addressing them ?
Any long-term strategic opportunities ?

4. ABILITIES

What is the technology capable of ?
What Ability Cards seem relevant ?
Can multiple abilities work together ?

8. REQUIRED RESOURCES

Will we need any hardware/services ?
Do we need to collect any data ?
What time/expertise will we need ?