

Design Impact Canvas

<p>1</p> <p>Problem or Opportunity Describe the problem you are solving or the opportunity undertaken in 2-3 sentences. Include HMW statements, if any.</p>	<p>Maturity of Product, Service or System Low, medium, high or completed product, service, or system.</p> <p>Time on market (till date)</p>	<p>5</p> <p>Competitive Analysis Why/how is your solution better than existing solutions? Are there similar case studies you can refer to as benchmark?</p>	<p>Design Impact What is the impact that you are trying to create?</p> <p>How will you test the impact created? What metrics will you be using in your measurements? Include plan for both qualitative and quantitative metrics.</p> <p>8</p>
<p>2</p> <p>Stakeholders List your primary, secondary and non-users. Take note of other stakeholders involved as well (manufacturers, suppliers, investors, etc).</p> <p>How would your product, service, or system affect each of the stakeholder groups?</p> <p>What are the motivations and deterrents of each of the stakeholder group?</p>	<p>3</p> <p>Time on market (looking ahead)</p>	<p>6</p> <p>Future Projections What are your plans moving forward? What would your product, service, or system look like moving forward?</p>	
	<p>4</p> <p>Constraints and limitations What are the constraints influencing the focus of the project?</p>	<p>7</p> <p>Team Who are the members working on this project? What are their capabilities and skillsets?</p>	<p>9</p> <p>Impact Areas, Outcomes and Demonstrators Using segment 8 and the Design Impact Table here. What are the Impact Areas, Outcomes and Demonstrators you will be using to demonstrate the impact of your project? Iterate segments 8 and 9 as the project progresses.</p> <p>Protip: Choose the most important Impact Areas, up to a maximum of 2, and 1-2 Outcomes and 2 Demonstrators each.</p>