

The Insights Canvas

Project Title:
TITLE

Project Leader/Team:
NAME

Date:
MM/DD/YY

Opportunity

What is your opportunity? (e.g., fulfill an unanswered need? Bring a new technology or application to market? Improve or disrupt an existing market or way of doing things?)

What is the inspiration for this opportunity?

Sources:

Your observations (written, recorded, photographed, sketched, etc.)?
Expert interviews?
Lead user interviews?
Surveys?
Qualitative data?
Quantitative data?

Market: Customers

Briefly describe the customers who make up your market.

Estimate the number of customers in this market.

How and why will this market grow?

Market: Competition

Briefly describe the industry component of this market.

Is the number of firms in the market expected to grow or decline? Why?

User Persona

Who or what is your target population?

What did you learn about your target population's values, motivations, desires, feelings, needs?

What did you discover that was previously unknown to you and/or your population?

Needs

What are the needs of your target population?

What related needs are likely to emerge? Why will these needs emerge?

How has the target population met these needs in the past?

How are needs met now – e.g., other products/services, work-arounds?

How do you anticipate these needs changing in the next 5-10 years?

How many different ways can your target population meet their needs?

Technology

Describe the current technology that is applied in the market you have identified.

How is technology likely to change?

Are there other technologies likely to emerge or shift into this industry?

Problem Statement

What outcomes are you trying to achieve?

How has the framing of the problem changed based on your research?

Compose a definitive question that frames the needs as a challenge, also known as an invitational stem:

“In what ways might we [fulfill this need]?”

Outcomes

Timeline