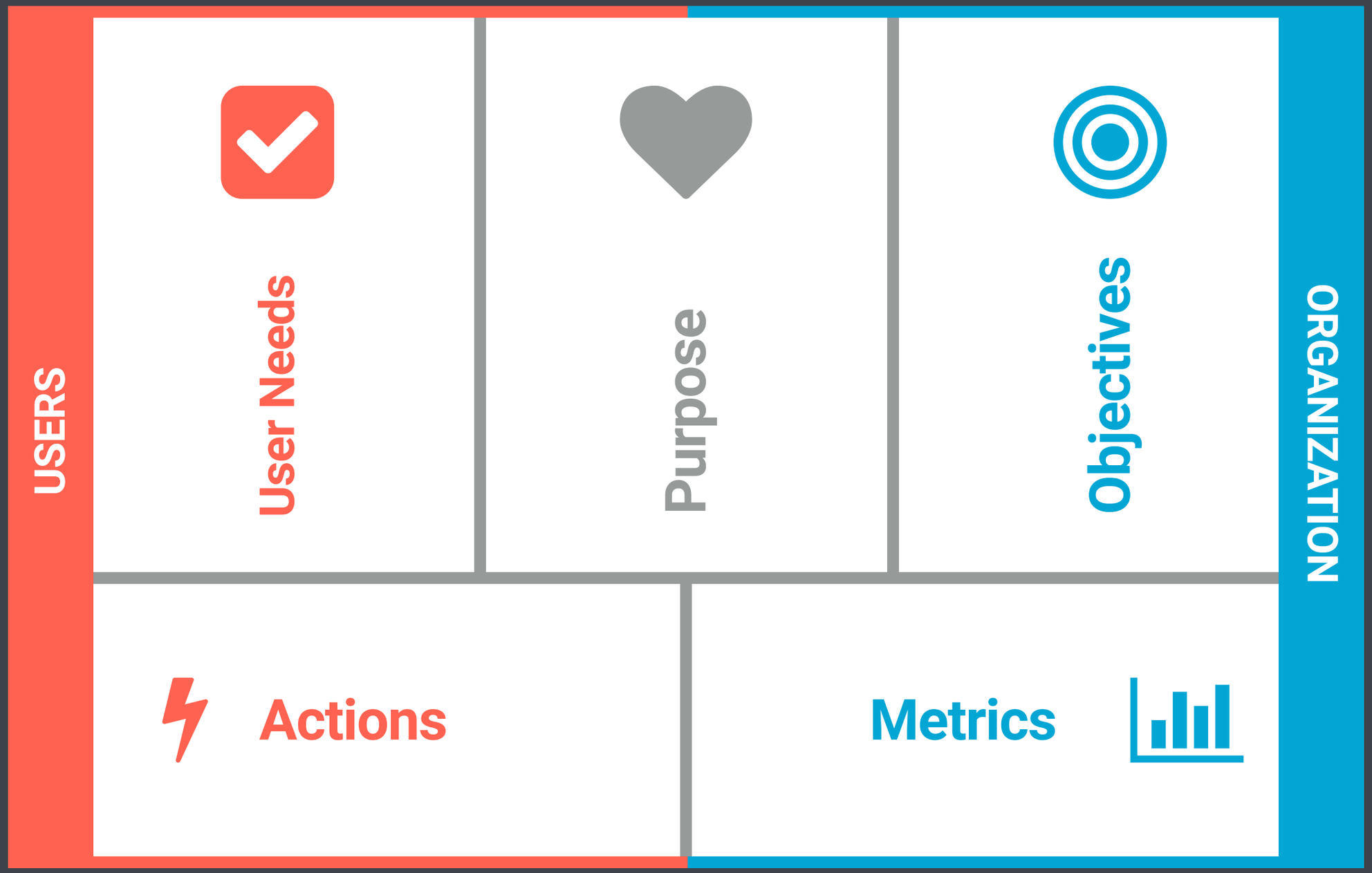
SCOPE**CANVAS**



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continuum

We created Scope Canvas to align user needs and business goals when creating products, services or new business models.

What can Scope Canvas do for you

Aligned teams

Vision, values and culture are defined in a shared, horizontal way and become explicit for everyone to see.

Better communication

Stakeholders can introduce their priorities and goals from the very beginning.

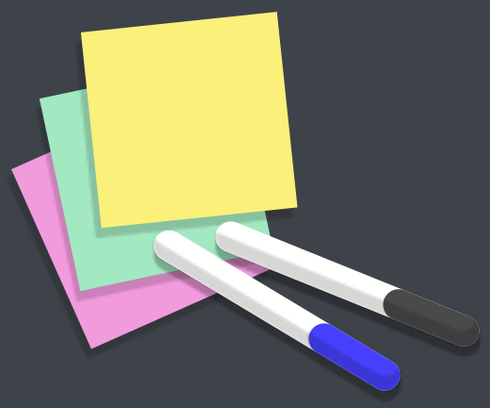
Focus on the problem, not the solution

Discussion centers on value proposal and knowledge about the problem rather than specific ideas.

Scope Canvas doesn’t tell you how to work.

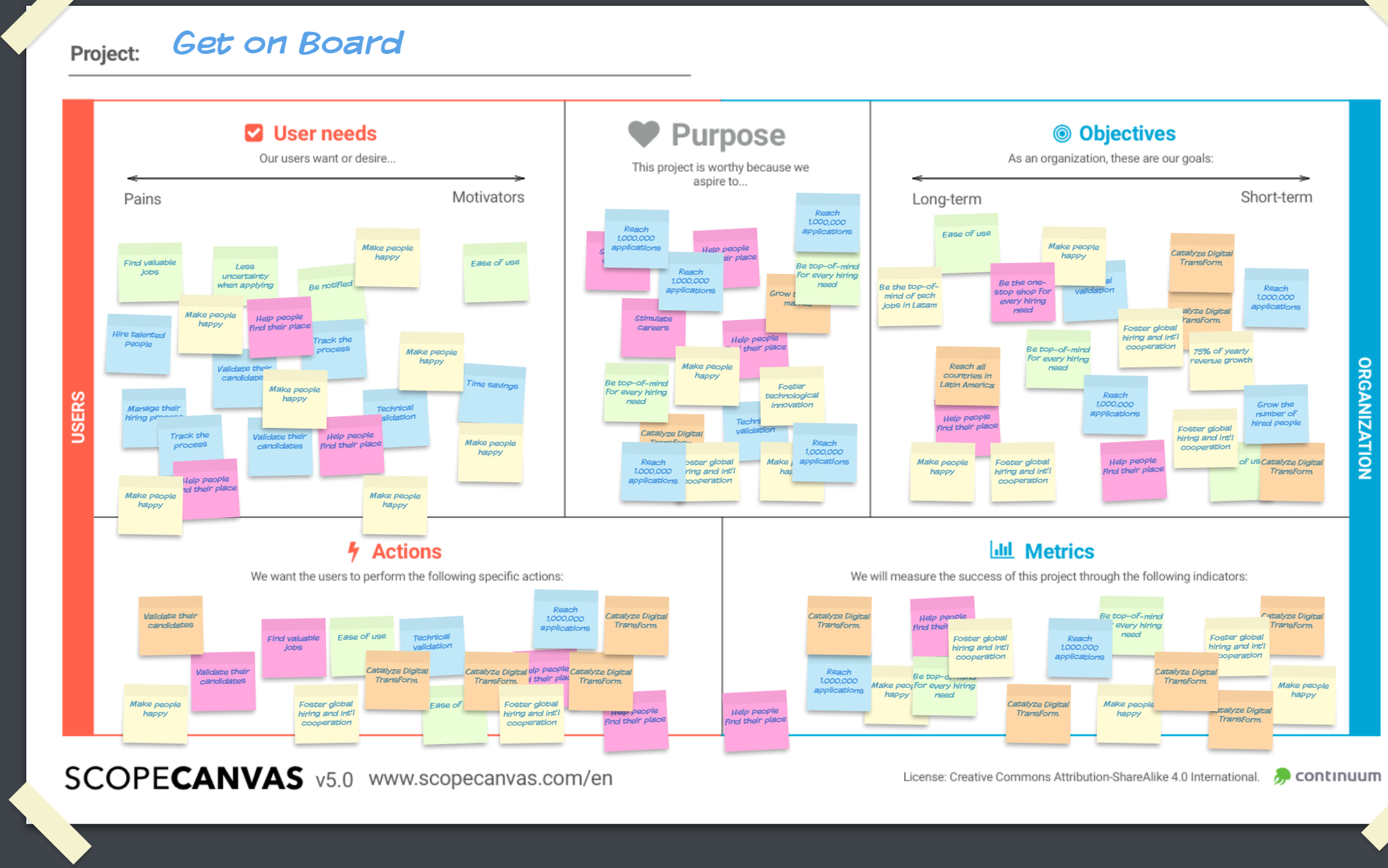
It’s a snapshot of what the team has learned so far.

How to start?

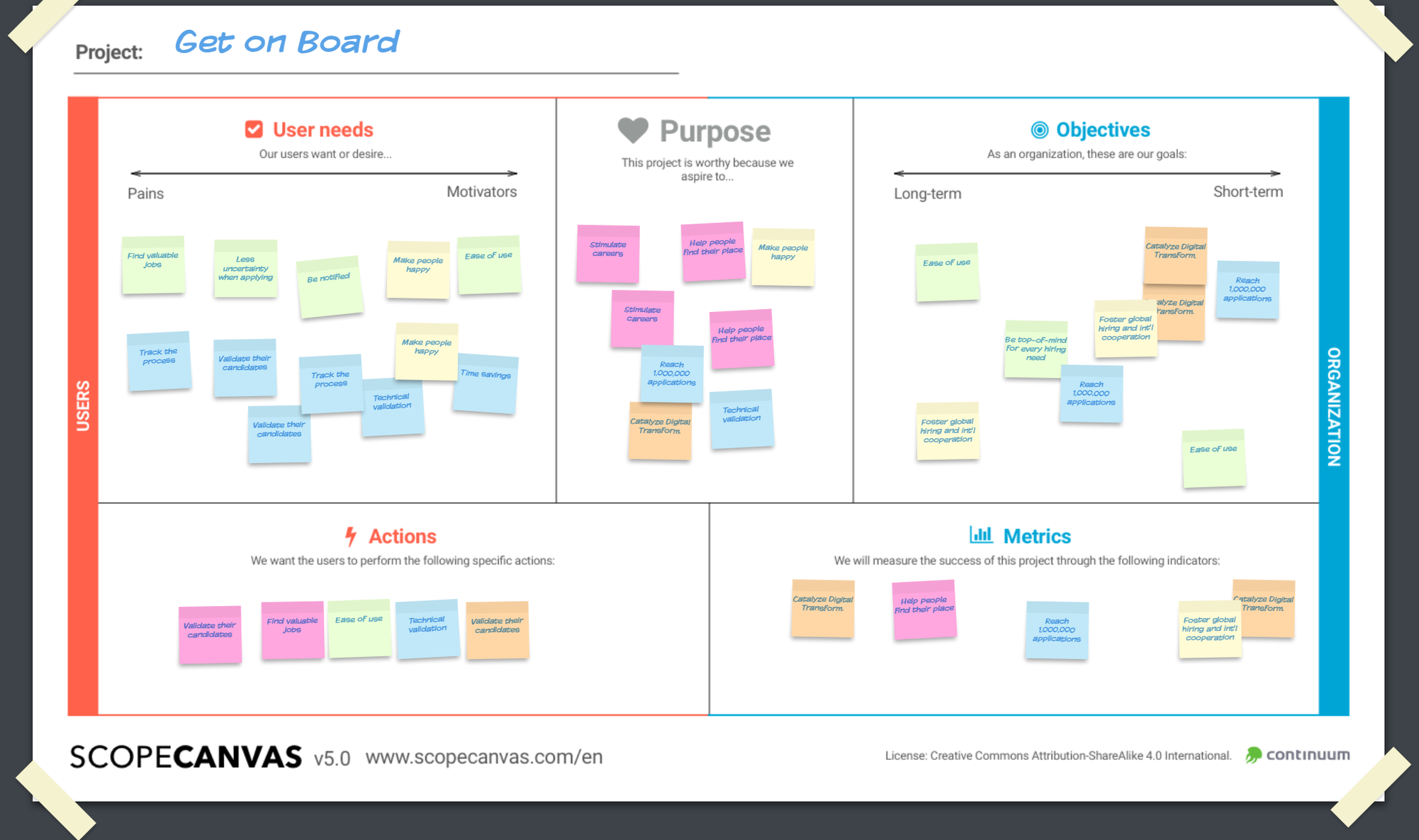


Print it big (A0 recommended)
Use sticky notes and sharpies
Keep it short and simple
Brainstorming mode: all ideas are valid

After your first Scope Canvas session, it usually looks messy and filled with ideas...



...but as the project moves forward, ideas and knowledge tend to converge and agreements emerge.



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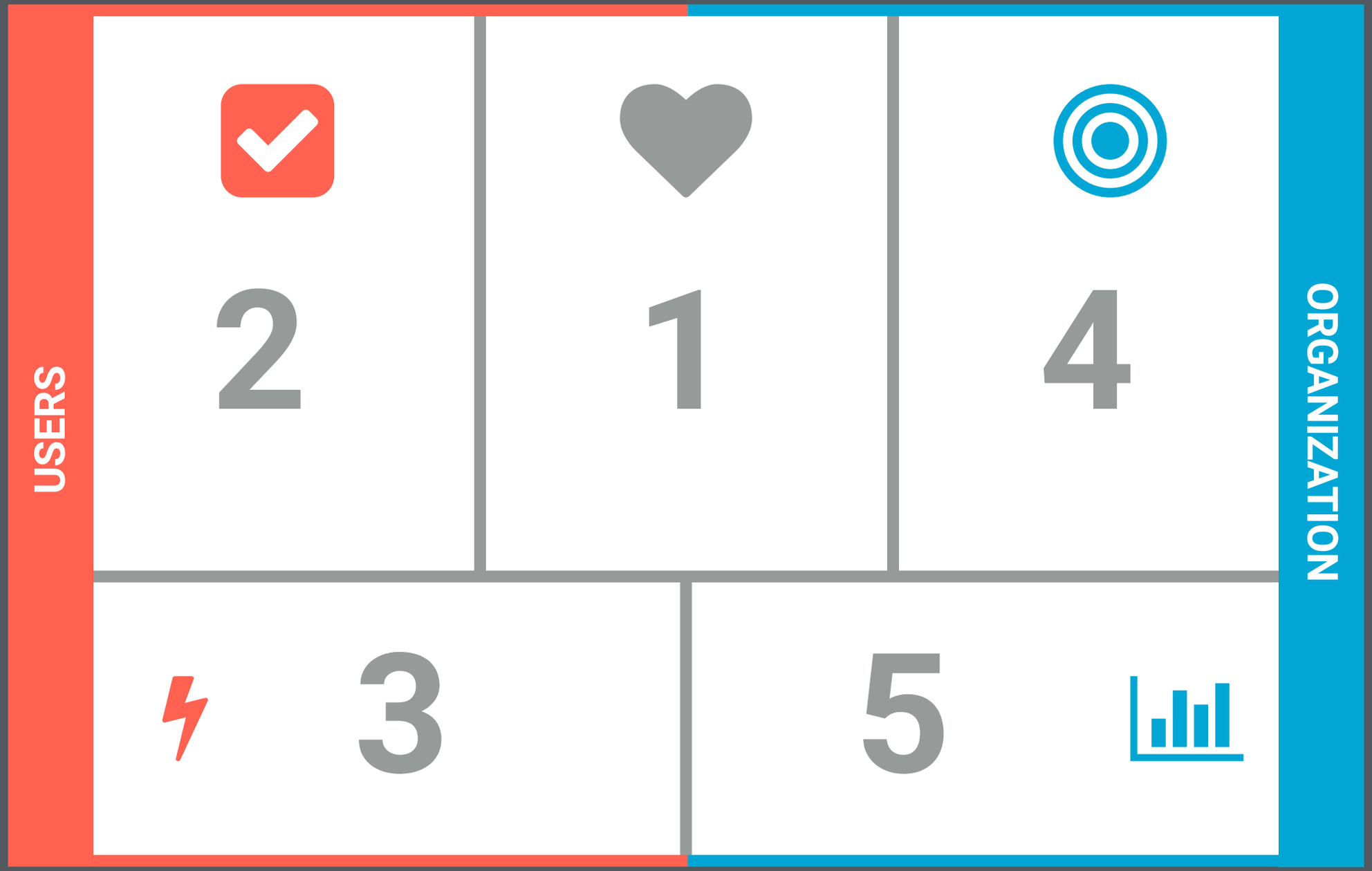
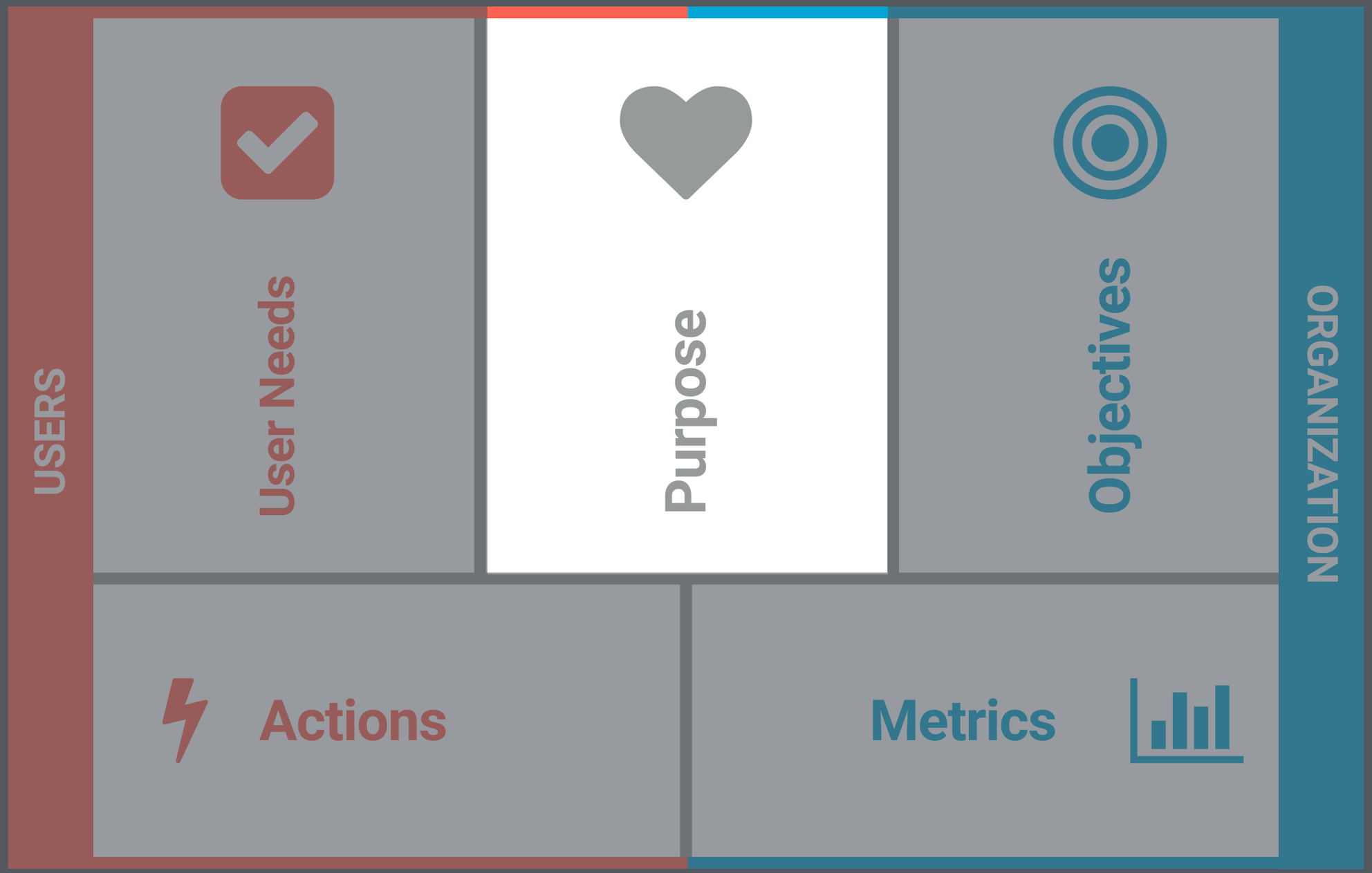


Suggested filling order



Purpose

What makes this worthy for us?

Purpose

Examples

Makle quality, healthy Food accessible to everyone

Connect people with their loved ones, no matter the distance

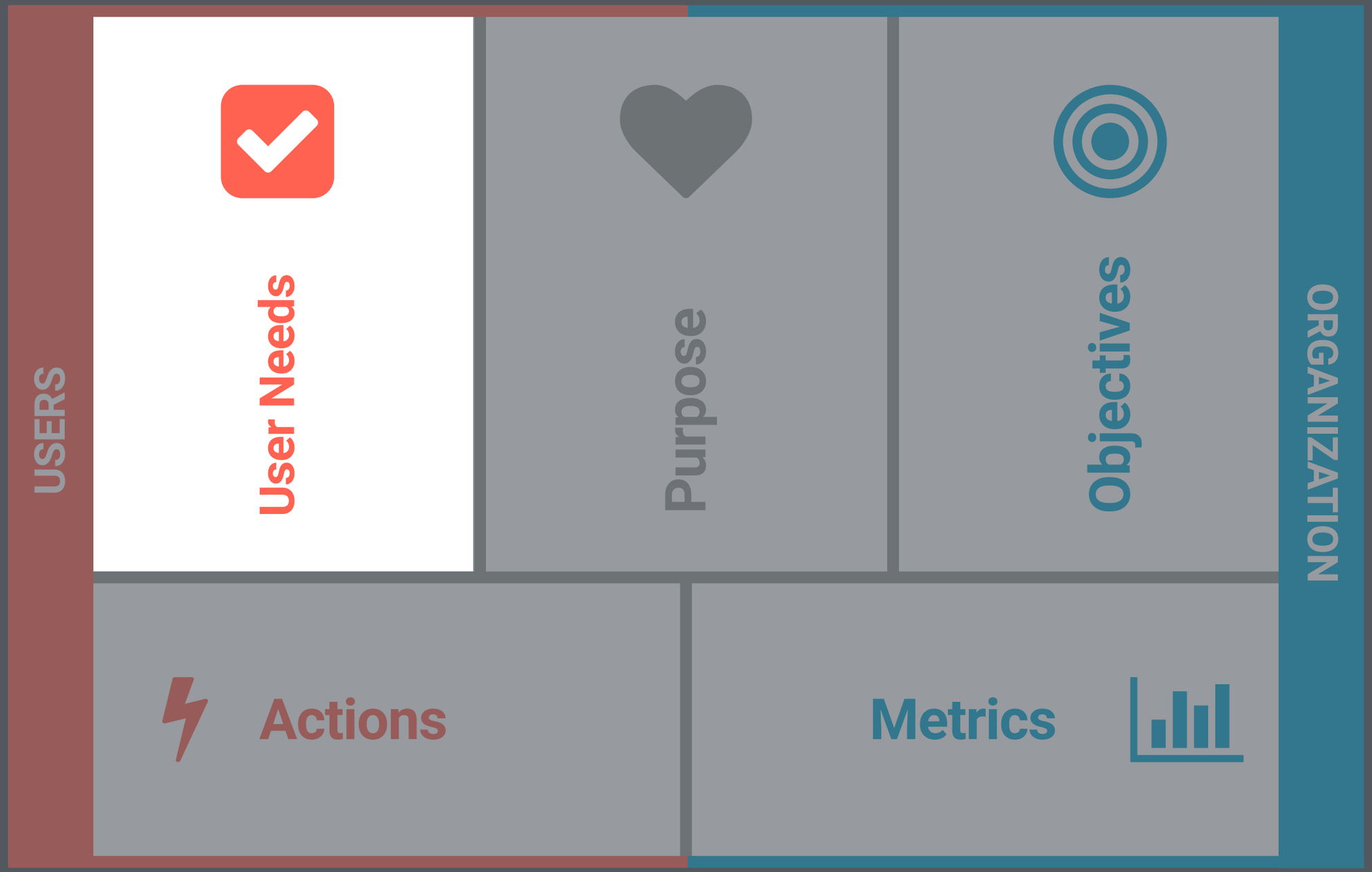
Promote a more respectful culture

Improve people's Financial welFare

Help people Find their ideal place

The purpose must:

- Reflect both the org's collective mission and the personal motivation of everyone in the team.
- Serve the org and its users equally.
- Be ambitious and action-oriented.



User needs

What poorly met user needs do we have the potential to address?

User needs

Pains

Examples

Motivators

Protect my home From theFt

Eliminate bureaucracy

Avoid losing time making lines

Amusement

Social status

Save energy

Financial stability

☑ User needs

Pains

Needs that are clear and patent for users, expressed in terms of problems that need solving.

Motivators

Benefits or things desirable enough to users as to motivate them into taking actions.

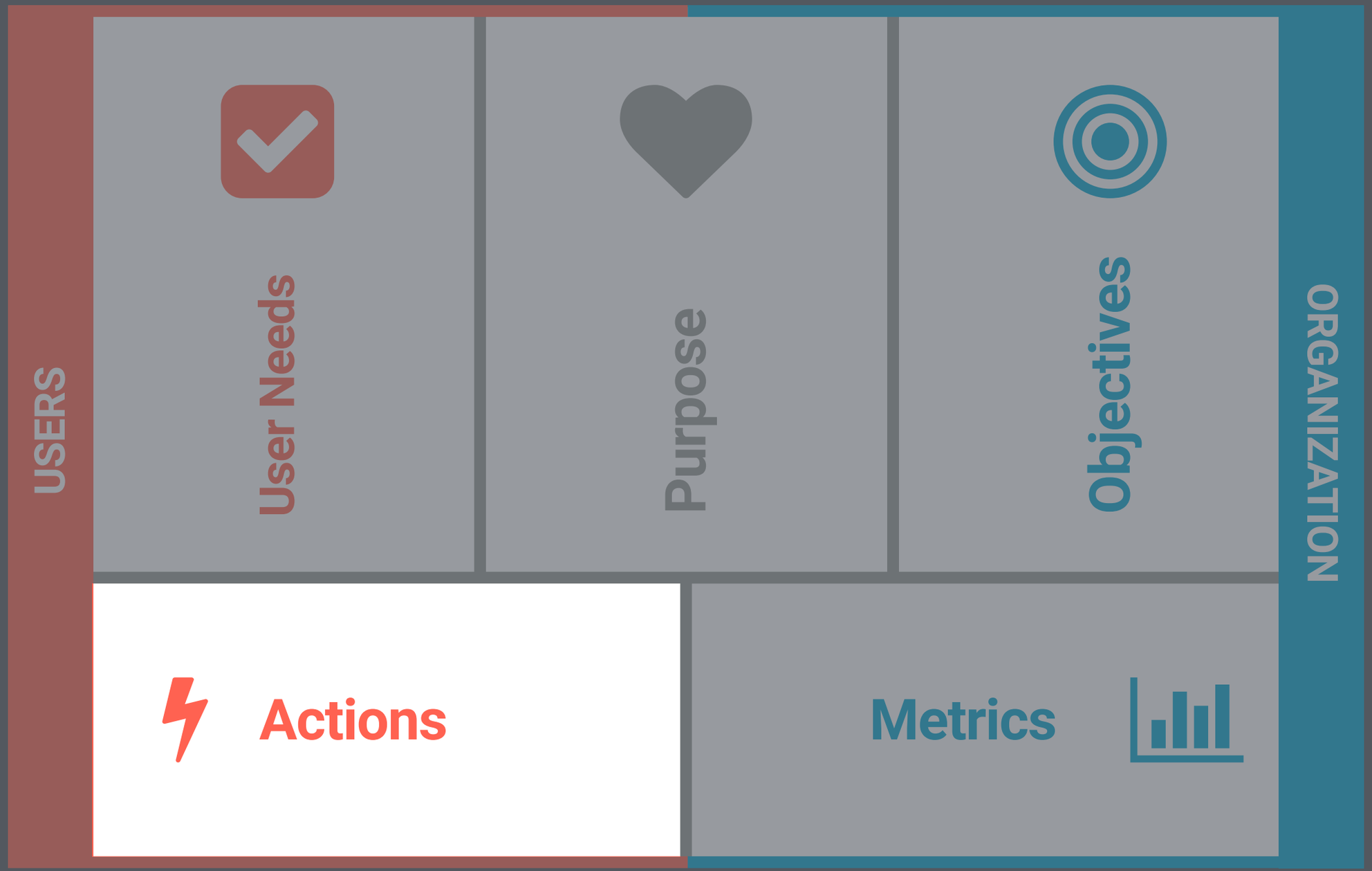
User needs

Avoid confusing needs with (potential) solutions.

Pay bills using our mobile app.

Get medical advice using an app instead of calling a doctor.

Order food using a tablet instead of waiting in line.



Actions

What do we expect the users to do? How do we understand conversion?

Actions

Examples

Buy

Commuting via bicycle instead of car

Order via mobile app

Add last-minute purchases to the shopping cart

Use the app in a daily basis

Actions

Actions must be crucial for the project to gain traction.

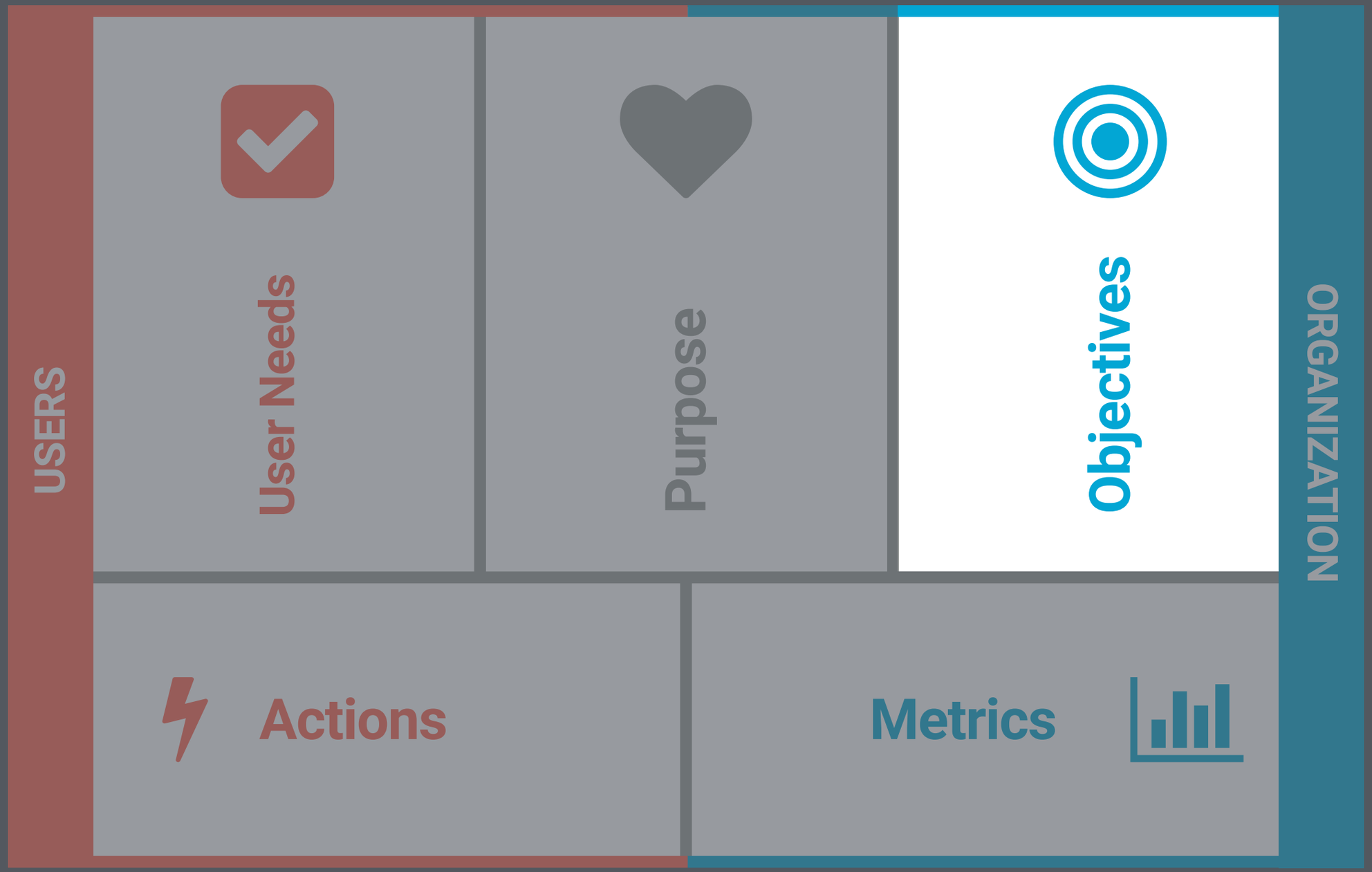
Actions

Actions must be concrete and observable.

Improve their portfolio management

Be in better shape

Understand the importance of saving energy



Business objectives

As an organization, what do we expect to get from this project?

Objectives

Long term

Examples

Short term

Improve reputation and positioning

Build a 100% digital customer relationship

Be the top-of-mind in our industry

Mejorar la experiencia en tiendas Fisicas

Decrease churn rate

Increase conversions

Reduce purchase time

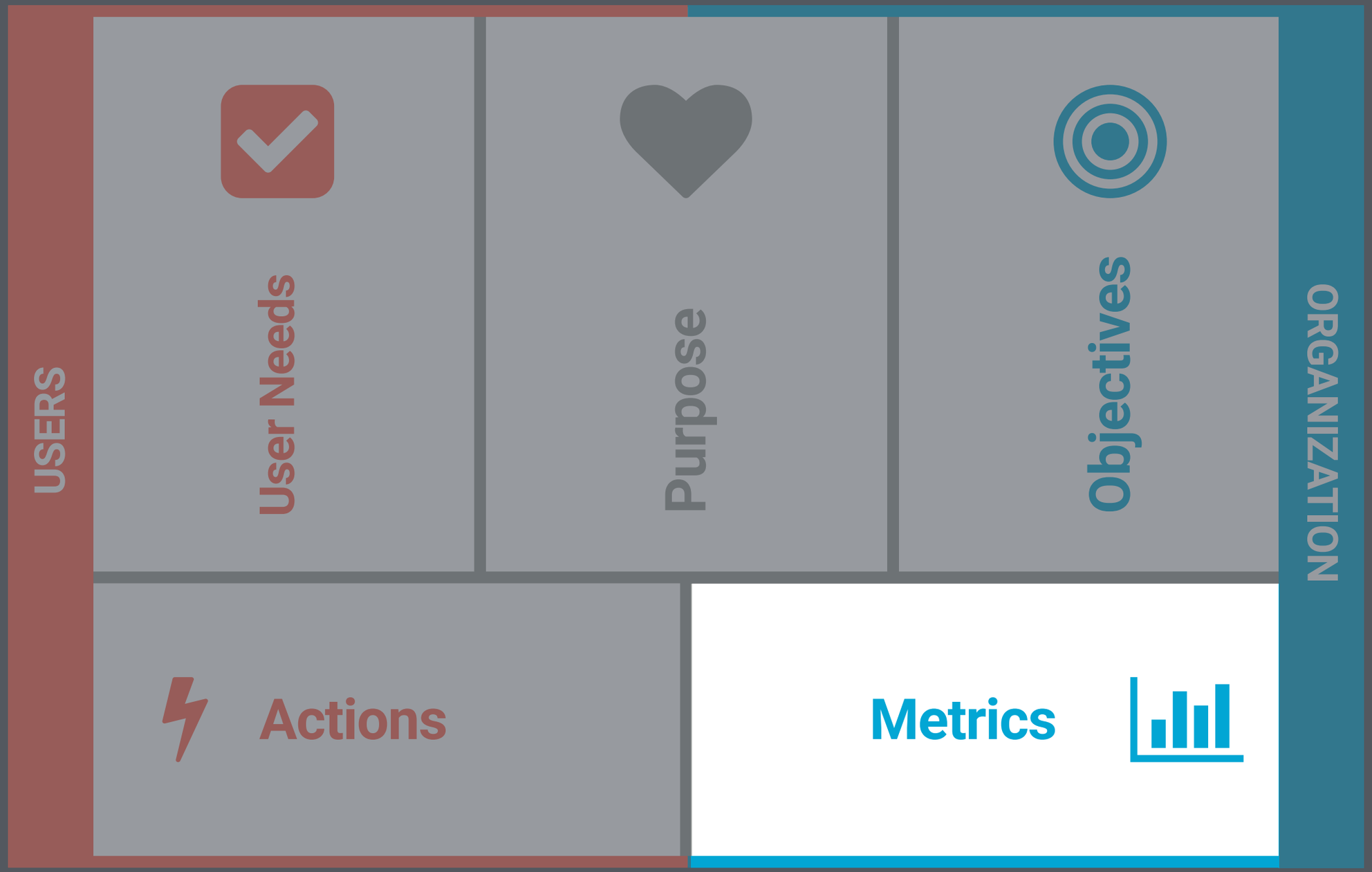
Objectives

Short term

Immediate, quantifiable goals, that represent the expected direct return of investment of the project.

Long term

Vision that reflects the project’s potential, both for itself and for the org, if it turns out to be a success.



Metrics

How will we measure that the goals are being met?

Metrics

Examples

Average revenue per user

Task's time to completion

# of support tickets opened

Churn Rate

NPS

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We’d love to hear from your experience using Scope Canvas.
Talk to us: info@continuumhq.com