CHALLENGE CANVAS | Define your specific design thinking challenge.

CHALLENGE CANVAS

General Topic

Author

Date
Version

GENERAL PROBLEM
Describe the problem the target audience is facing.

SPECIFIC CHALLENGE
How might we…

verb

object

context

restriction/consideration

Relevance:

CONSTRAINTS
Things that might hold us back / get in our way are…

Strength:

TARGET AUDIENCE
List characteristics of the target audience.

☐ B2B | ☐ B2C | ☐ D2C | ☐ B2B2C

AMPLIFIERS
Things that might help us solve the challenge are…

Strength:

CURRENT SOLUTIONS & WORKAROUNDS
The target audience is currently solving this challenge by…

HYPOTHESES
We believe that…

UNCERTAINTIES
We are unsure about…