

Problem, Solution, Validation Impact Canvas

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A Problem, Solution, Validation Impact Canvas is a simplified visual ideation mapping canvas allowing users to identify the core Problem, Solutions and Validation actions associated their target problem area.





Company Name:

Team No:

Impact Canvas

Our company aims to help _____ to

_____ by _____.

 <p>Problem</p> <p>What is the problem? Describe in detail</p> <p>Who has this problem? How common is this problem? Where/when/how does this problem occur? Why does this problem occur? Is it a local or global problem that must be solved?</p>	 <p>Solution</p> <p>Think of some new ways to solve your problem:</p> <ul style="list-style-type: none"> Using a low tech product Using an online platform Using a community-based initiative or another way <p>Thinking about your solution – describe how it works for the user/customer.</p> <p>Draw out a storyline of their journey, how do customers interact with it.</p>	 <p>Validation</p> <p>Is the problem urgent? How many people have this problem? Who else is trying to solve this problem? How? Ask your target group some questions! What do other people think of the solution? Are they willing to buy/use your solution? Do they think it can be made better?</p>
<p>What are you confused about? What are your Issues right now?</p>	 <p>Designed By: C.Keogh, R.Lyons & D. Pollard (2020) This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit http://creativecommons.org/licenses/by-sa/4.0/.</p>	<p>We need mentor support (circle) : YES NO</p> <p>We need help with (Circle): Problem Solution Validation Financials Pitching Technology Team</p>