CANVAS

Strategic scoping canvas

DROPSOLID

Team:

1 The challenge: ‘how can we…’

Why are we doing this? Where do we want to be today, why aren't we there yet? Everything could be better, but what exactly could be better? Formulate your challenge as a "How can we" statement.

2 Why this challenge

When did this challenge become (more) urgent, why only now? Does this challenge belong within a larger strategic whole?

3 Focus audience

What segments do we want to create value for with this project?

4 Impacted stakeholders

What other stakeholders are potentially impacted by this project?

5 Open questions

What open-ended questions must be answered?

6 When are we successful?

Within 24 months, we will look back on this project. When can we open the champagne?

7 Related initiatives

Which other projects will be impacted by this project?

© Dropsolid