

# Opportunity Canvas

Date: \_\_\_\_\_  
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## Users & Customers

What types of users and customers have the challenges your solution addresses?

Look for differences in users' goals or uses that will affect their use of the product. Different users and customers may different types based on those differences that make a difference. It's a bad idea to target "everyone" with your product.

2

## Problems

What problems do prospective users and customers have today that your solution addresses?

1

## Solutions Today

How do users address their problems today?

List competitive products or workarounds approaches your users have for meeting their needs.

3

## Solution Ideas

List product, feature, or enhancement ideas that solve problems for your target audience.

1

## User Value

If your target audience has your solution, how will they do things differently as a consequence? And, how will that benefit them?

4

## User Metrics

What user behaviors can you measure that will indicate they adopt, use, and place value in your solution?

5

## Business Problems

What problem for your business does building the product, feature, or enhancement solve for your business?

7

## Budget

What's it worth to you?

How much money does development would you budget to discuss, build, and refine this solution?

9

## Business Metrics

What business performance metrics will be affected by the success of this solution?

These usually change as a consequence of business metrics (planning).

8

# Opportunity Analysis Canvas Second Edition

**Terry C. Jones**

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