

Opportunity Canvas

Title

Date

Version

Users & Customers

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

List the differences in users' goals or roles that would affect their use of the product. Segment users and customers into 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 work around 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 can they do things differently as a consequence? And, how will that benefit them?

4

Adoption Strategy

How will customers and users discover and adopt your solution?

6

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 this product, feature, or enhancement solve for your business?

7

Budget

What's it worth to you?

How much money and/or development would you budget to discover, build, and refine this solution?

9

Business Metrics

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

These should change as a consequence of behavior metrics changing.

8

Opportunity Analysis Canvas Second Edition

Terry C. Jones



Opportunity Analysis Canvas Second Edition:

Van Gogh Repetitions Eliza Rathbone, Steele Elizabeth, William H. Robinson, Marcia Steele, 2013-11-26 Published on the occasion of the exhibition Van Gogh Repetitions organized by The Phillips Collection Washington D C and the Cleveland Museum of Art **The Academy** ,1884 *Strategic Management* Henk W Volberda, Rick M. A. Hollen, Joana R. Pereira, Jatinder S. Sidhu, Kevin Heij, 2024-01-10 In the quest for competitive advantage navigating change can be daunting Following a unique four part structure focussing on and confronting strategic issues sensing opportunities and threats choosing strategies and transforming organizations this essential textbook offers a fresh and provocative perspective on strategic management **The Christian Union** Henry Ward Beecher, 1881 *Engineering News* ,1893 **The Saturday Review of Politics, Literature, Science and Art** ,1879 **Academy and Literature** Charles Edward Cutts Birch Appleton, Charles Edward Doble, James Sutherland Cotton, Charles Lewis Hind, William Teignmouth Shore, Alfred Bruce Douglas, Ellis Ashmead-Bartlett, Thomas William Hodgson Crosland, 1878 **Public Documents** Washington (State), 1959 **Saturday Review** ,1879 The Athenaeum ,1874 **Technical Book Review Index** ,1958 **The Critic** Jeannette Leonard Gilder, Joseph Benson Gilder, 1895 *The Oracle* ,1881 **The Literary World** ,1891 *Literature* ,1898 *Engineering* ,1902 **The Critic** ,1891 **Critic and Literary World** ,1888 **The Speaker** ,1891 **Academy**, with which are Incorporated **Literature and the English Review** ,1883

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