

Lean UX Canvas

Align your team on the best way to approach a problem

1

Align your team on the best way to approach a problem.

Lean UX Canvas

Title:

Date:

Iteration:

Business Problem

What business have you identified that needs help?



1

Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.



5

Business Outcomes (Changes in customer behavior)

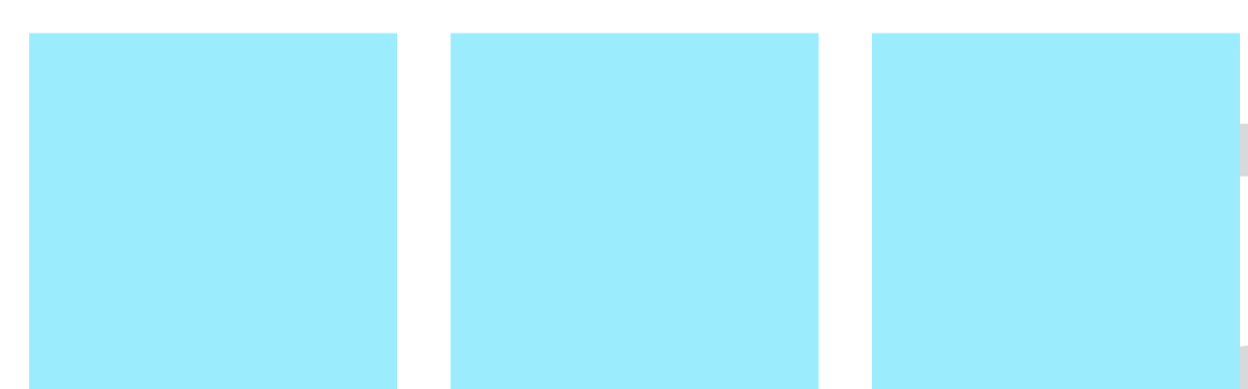
What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?



2

Users & Customers

What types of users and customers should you focus on first?



3

User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)



4

Solution ideas

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

Your hypothesis here...

Your hypothesis here...

Your hypothesis here...

6

What's the most important thing we need to learn first?

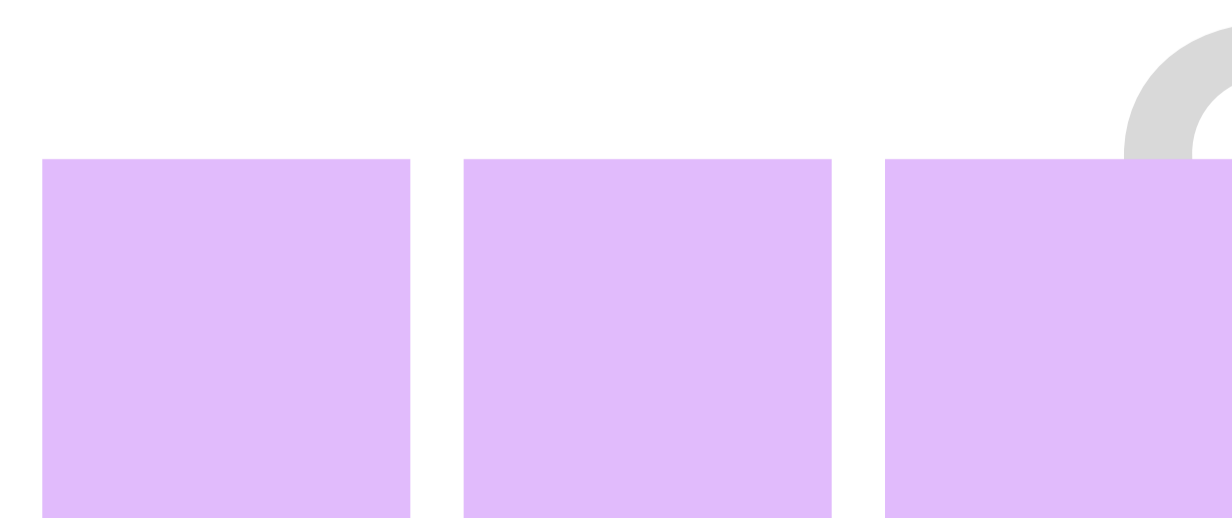
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7

What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.



8

Share your feedback