

BUSINESS OBJECTIVE AND CONTEXT

Fill together with the person funding this project

How will we know that we have succeeded?

(After a month? After one year?)

Who needs to be involved?

(Stakeholders, old and related projects...)

What is our business objective?

(business problem/need/opportunity...)

Why is it important?

(How does it fit our strategy?)

What enables us?

(Our brand, our new strategy, competencies, resources, new legislation, previous project, specific conditions, new trends.....)

What restricts us?

(Budget, Schedule, Organization, Legal, Competition,...)

ASK WHY.

futurice LEAN SERVICE CREATION



We filled this together with the person funding this?

We talked these goals with our supervisors?

All in this canvas is clear and understandable?

We are comfortable to proceed?

