What Sucks??? Problem Canvas v0.2

## It Sucks When…(*title of your situation*)

(Write a description of the situation that sucks)

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## Actor 1

(a lightweight persona and jobs-to-be-done description)

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## Actor 2

(a lightweight persona and jobs-to-be-done description)

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## Actor 3

(a lightweight persona and jobs-to-be-done description)

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## Measures of the Problem (Symptoms)

(Describe the problem in terms of frequency, impact, costs -- both direct and indirect)

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## Frame, Reframe, and Re-Reframe the Problem

(Explain what the problem is at it's most obvious level. Then describe the problem in terms of root causes. Ask the "five whys")

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## Potential Benefits Statements

(List potential benefits statements. Have “unconstrained thinking” at this point

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## (End of What Sucks??? Problem Canvas)

What comes AFTER the What Suck Problem Canvas? Great question. I believe there will be three primary What Sucks??? tools.

First -- Problem Canvas  
Second -- Customer Value Proposition Design

Third -- Hypothesis Definition and Future Press Release

With these three canvases, a team will be able to quickly and deeply, understand the customer, understand the problem, a developed a hypothesis on the customer value proposition and what the proposed innovation, solution, business model, and how to proceed.

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