A Report ON CANVAS DEVELOPMENT.

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1. Observation Canvas

Observation Techniques

- What is this person (or persons) doing?
- How are they doing it? (Body Language, etc.)
- Why are they doing it this way?
- How to find Solution?

Just Go outside and interviewed people.

**Observation Canvas**
Observation Matrix

Observations
- Induction Motor
- Power Transmission
- Process Control
- Power factor

Scouted Challenges
- Longer Troubleshooting time
- Power theft and detection
- Energy management
- Higher Transmission Losses
- Automatic visa Issuance

Photo Grid

Improved power factor

Top 5 Problem on the basis of Capability, Feasibility and Viability
2. Ideation Canvas:

**Objective of Ideation Canvas.**

To adopt a systematic design thinking approach to ideate and approach towards solving the defined challenge, finalized in canvas Exercise.

The team needs to pick up the best optimized path from the whole ideation output and proceed for product/solution design.

An ideation canvas is a rough whiteboard/sheet where ideas can be stretched into any limits or dimensions.

Ideation session is not aimed at finding solutions to the defined problem. But its aim is to define the best possible problem and stretch out its possible scope.

The field is set and the overall agenda is to build the clones of the ideas and pivot them throughout the canvas so as to discover new possibilities.

**IDEATION CANVAS:**
(1). People

Note down distinct people you can think of or you are interested to solve problems for. You can segment them into various groups on the basis of their profession e.g. Teachers, Engineer, doctors, athletes. Similarly segment them on the basis of their age, income and other characteristics.

Ex. Common public: - Business class, Professional Consultations, Government and Private staff - Educational Students and Staff

(2) .Activity

Write down whatever every segment of people do. Make the list, as long as possible - for example teachers: teach, take attendance, prepare class notes, prepare presentations, grade students, evaluate answer sheets and prepare question papers. Similarly; Shoppers, window shop, compare prices, visit stores, return defective goods, claim warranty etc.

Ex. - Children going to school, Visits/ Tour, Men/Women going to shopping

(3) . Situation/ Context/ Location

Every above mentioned activity can be done in a different situation, location or context. For shopping - prices can be compared online or offline. The location for shopping can be a mall with many available brands or a street shop. Sometimes you could be buying clothes for yourself and at times for gifting – which depicts different contexts. For a teacher – evaluation can be of either subjective or objective papers. At other times it could be of project reports. Evaluation can be either paper/document based or for continuous class behavior which depicts different contexts.

Ex. School in – out time, Festivals, Sales during week end, Religious places , Summer / winter vacation

(4). Props/ Possible Solution

Note down the objects, technologies or solutions which may be possible outcomes to your idea/challenge. The prop need not be related as it’s always randomness that helps in finding new ideas. Consider an example where you are thinking about teachers and throw in a random solution like chemical reagent. Here as mentioned above the randomness in ideas can be implemented. Adding up People:

Teacher > Activity: Evaluation > Situation: Subjective answer sheets; to the chemical reagent gives you a special pen based on acidity that makes the teacher comments tamper-proof
3. Product Development Canvas

**Objective of Product Development CANVAS.**

This exercise is meant for giving strategic orientation to the project of each team so that it achieves its true goal as defined by the previous canvas exercises. This exercise is more about developing strategy for the proposed product/solution design, after the team has successfully attempted the ideation process and has incorporated inputs from all stakeholders.

- Purpose
- People
- Product Experience
- Product Function
- Product Feature
- Components
- Customer Revalidation
- Reject/Redesign/Retain

**PRODUCT DEVELOPMENT CANVAS**
(1). People

Make the segment more focused. Note down the kind of people you have in mind while developing the product and also the people for whom you are resolving the problem.

Ex. - Students, Labors of factories

(2). Purpose

The section should answer the following questions:

What is the broad purpose of your product?

What problem sector you want to target broadly or specifically?

For e.g. you may want to target transport sector or you may want to come up with options for Healthier foods. If you already have a specific purpose, then go ahead with it. Like solving the problem of measuring footfalls in a retail store or measuring consumer interest in specific products on retail shelves.

Ex. Reduction in parking time, Ability to handle maximum vehicle in parking system

(3). Product Experience

Focus in depth on how the customer feels for your product/service concept. Mention every kind of experience you would want your user to feel, enjoy or avail. Also make a list of all user problems you want to address and how user feels about each of his problems.

Ex. Fuel saving, Time saving, ability to handle large traffic, Increasing comfortless, Creating pollution free environment.

(4). Product functions

Product functions deliver the product experience. Convert the product experience into functions for your product/service. What functions your product should perform to meet the customer experience you have just identified in product experience? Mostly the user experience/needs will be your product functions. e.g. if you want your users to feel comfortable & maintain right body posture while sitting on a chair, function provided must be comfortable sitting and healthy posture. If you are developing software, user requirement for faster experience would mean that faster working will be a function of your product. Same for a home delivery service.

Ex. - Traffic reductions, Better parking management, Space utilization

(5). Product Features/ key components

Features power the product functions. Find product features that will deliver the product functions you have identified. For a comfortable chair, ergonomic design would be one feature;
Footrest or armrest could be more. And how about a mobile or a cup holder? Multiple product features could lead to the same function. Features could also be components. Like arm-rest, neck rest or footrest. A faster algorithm could be a feature powering the speed performance of software.

Ex. Product features, Lock in-lock out facility, Vertical parking for cycle, Inclined parking for car

(6). Customer Revalidation

Check to see if the functions and features you have built solve his/her problem. Find if you have left some customer experiences which you are yet to address. Be ready to discover new user needs & jump back to product function stage.

Ex. Starting of vehicle.

(7). Reject/Redesign/Rretain

Retain what users like, reject what they don’t want & redesign what can be improved to meet the user challenges.

Ex. Change the angle of parking

Ideal flow in the Product Development Canvas would be from People, Purpose, Product Experience, Product Functions, Product Features, Components, Reject Redesign Retain and Customer Revalidation.