

Problem Framing Canvas

Purpose. Align the team on a specific, evidence-backed customer problem before anyone builds a solution.

What it captures. The canvas moves a team from a vague complaint to a testable problem by capturing the user and context, the environment, the job to be done, the current workaround and its costs, constraints, the desired outcome, success measures, key assumptions, scope boundaries, and the first test, then condensing them into a one-sentence problem statement.

When to use it. At the start of any initiative, before design or experimentation, and whenever the team is arguing about solutions without agreement on the problem.

Common mistake. Writing a solution in disguise. “Maria needs a faster screen” names a feature; the canvas works only when the Job to Be Done and Desired Outcome fields describe the progress the user is trying to make, with no solution attached.

Decision rule. Treat the canvas as ready only when every Success Measure is a number with a deadline and every Key Assumption is something a single experiment could test. A measure based only on a feeling, or an assumption that nothing can falsify, means the canvas is not finished.

User and Context

Environment

Job to Be Done *in the user's own words; the progress they are trying to make*

Current Workaround and Its Costs

Constraints

Desired Outcome

Success Measures *each a number with a deadline*

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Key Assumptions *what must be true; each testable by a single experiment*

- Desirability
- Feasibility
- Viability
- Responsibility

Scope Boundaries

First Test

Problem Statement *one sentence tying the canvas together*