

A1 · Problem Framing Canvas

THE INNOVATION CODEX TOOLKIT

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

User and Context

Who has the problem, and in what situation?

Environment

The physical, technical, and organizational setting.

Jobs to Be Done

When [situation], I need to [job], so that [outcome]. Describe the progress the user is trying to make, with no solution attached.

Current Workaround and Its Costs

Constraints

Policy, technical, privacy, training, and time constraints.

Desired Outcome

Success Measures

Each measure must be a number with a deadline.

Key Assumptions

List what must be true for this problem to matter and for a solution to succeed.

Desirability: Do users want this enough to change behavior?

Feasibility: Can we build and support it within current constraints?

Viability: Can we justify the economics, time, and operational impact?

Responsibility: What harms could we create, and what safeguards are required?

See the Ethical Risk Canvas (A14).

Scope Boundaries

Explicitly state what is out of scope in this round.

First Test

The smallest test that would generate decision-grade evidence.

Decision rule. The canvas is ready only when every Success Measure is a number with a deadline and every Key Assumption is something a single experiment could test.