

# Concept Canvas

Use the Concept Canvas to:

- Turn a bunch of loose ideas into a consistent set of concepts to investigate and prioritize.
- Keep any ideas you have properly connected to your vision or value proposition.

How to use it:

- Start a brainstorming session with a clear problem statement, hypothesis, or experience to tackle.
- Generate as many ideas as you can to solve that problem, or give customers that experience.
- Pick the best ideas, print a copy of this sheet for each idea, and flesh out each idea as a concept by filling in each box in the canvas.
- Use the Scope Sliders to quantify the effort, time and other factors you'd need to develop that concept.

① Hypothesis		
② Audience	⑤ Experience	
③ Goal		
④ Channels	⑥ Scope sliders	
	RISK	VALUE
	EFFORT	RESOURCING
		TIMING