LEAN PROJECT IDEA CANVAS

For Creative Process Design

Project ideas Name:

Nr.:

INFORMATION
What are the required information?

IDEATION
How does the project idea work?

IMPLEMENTATION
What are the results?

USER FEEDBACK
What is the feedback of the project idea?

CUSTOMERS / TARGET GROUP
Who are the project idea customers / target group?

COST / BUDGET
What are the costs of the project idea?

MARKETING MIX
How should be the project idea on the market? **4 Ps:** *product policy, price policy, communication policy, distribution policy*

CIP
What should be improved?
Continuous improvement process

PREPARATION PHASE	**DESIGN** PHASE	**IMPLEMENTATION** PHASE	**IMPROVEMENT** PHASE

PRODUKT / SERVICES	**MARKT**

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Project ideas Name:

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INFORMATION
What are the required information?

- Online Services for Printing For Student and Uni 24 Hours
- What needs my idea?
- XX is my Idea Partner

IDEATION
How does the project idea work?

- Online Services 24 Hours
- Shop Services 5 Days
- Testing Services Design

IMPLEMENTATION
What are the results?

- Business Plan
- Process Plan
- Strategic plan

USER FEEDBACK
What is the feedback of the project idea?

- 80% Happy Customer
- 20% complain about delivery time

CUSTOMERS / TARGET GROUP
Who are the project idea customers / target group?

- Uni Student
- Prof. in the University

COST / BUDGET
What are the costs of the project idea?

- Online Services 20$
- Shop Services 25$

MARKETING MIX
How should be the project idea on the market? **4 Ps:** product policy, price policy,

- Local - City
- C– Frindes - Facebook etc
- Price 35$ online

CIP
What should be improved?
Continuous improvement process

- 20% have to improve
- Check - Process Personal - Information

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Project ideas Name:

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INFORMATION

What are the required information?

Identify, define, find the challenge and the appropriate answers for open questions.

- What is the project idea?
- What kind of information is required?
- What are the challenges?
- What resources are needed?
- Who are the project team?
- Who are the project idea potential partners?

IDEATION

How does the project idea work?

Generating, selecting, prototyping, testing and verifying how the project idea can work.

- How did you generate and select new ideas?
- How to evaluate the positive ideas?
- How to create a prototype?
- How do you test the selected ideas?

IMPLEMENTATION

What are the results?

Implement, document and create the adaptive processes for the project ideas results.

- What should be documented?
- What processes are required?
- How does the project idea work?
- What is the project idea strategy?

USER FEEDBACK

What is the feedback of the project idea?

Observe, record, interview and further improve customer satisfaction or target groups.

- How to measure customer satisfaction?
- How can you improve customer satisfaction?
- What could affect customer satisfaction?

CUSTOMERS / TARGET GROUP

Who are the project idea customers / target group?

Identify, define and determine who are the potential customers / target group?

- What are the customer / target group needs?
- What are the project idea value?
- Who are the project ideas Potential customers / target group?

COST / BUDGET

What are the costs of the project idea?

Identify, define, and calculate how much is the actual cost or the budget for a given period.

- What are the costs of the project idea?
- What is the cost of the project idea?
- What time has a period?

MARKT MIX

*How should be the project idea on the market? **4 Ps:** product policy, price policy,*

Identify, define, calculate, how much should the sales price and how should the project idea be on the market.

- What is the product policy?
- How is the price calculated?
- What is the selling price?
- What is the height of the mage?
- How is the project idea made known?
- Where is the project idea marketed?

CIP

What should be improved?
Continuous improvement process

Check, measure, record, further improve and execute KVP for the project idea.

- What should be improved?
- What measures do you have to set?

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