

The Mobius Canvas

Canvas Name:

Date:

1. Problem or Opportunity

What problems are we trying to solve?
What opportunity are we going after?



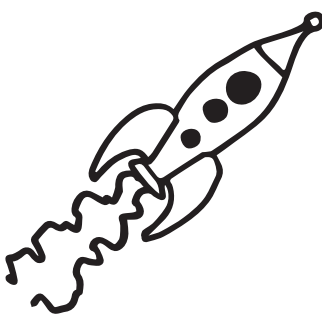
4. Options

What ideas and hypotheses do we have?
How will we reach the target outcomes?
How can we compare each options' value and risk?



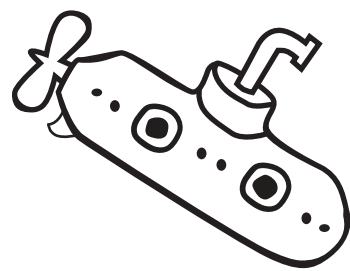
5. Deliver

Implement options, deliver tests and experiments



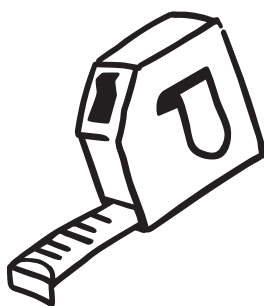
2. Deep Dive

Why is this happening?
Who is the target?
What value will this deliver?



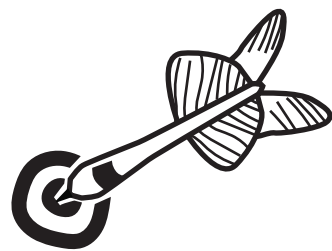
6. Measure

Let's measure the outcomes
and see how we did



3. Outcomes

What outcomes do we desire?
What is our starting point?
How will we measure it?



7. Adapt

Decide to deliver more or deep
dive to uncover more options

