

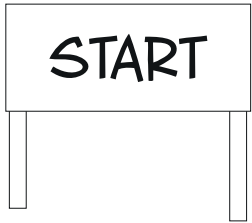
The Möbius Canvas

Canvas Name:

Date:

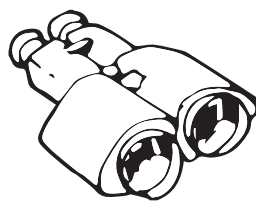
1. Objectives

Vision and strategic direction



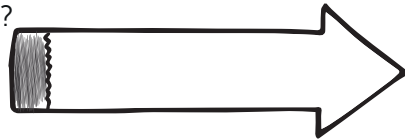
2. Deep Dive

What problems are we trying to solve?
Why is this happening? Who is the target?
What value will this deliver?



3. Target Outcomes

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

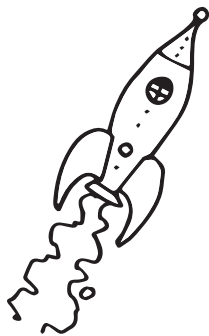


4. Options

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



6. Measure

Let's measure the outcomes
and see how we did



7. Adapt

Decide to deliver more or deep
dive to uncover more options

