## TRANSFORMATION CANVAS

**CHALLENGE:**

**PARTNER:**

### OBJECTIVES

**What are our concrete objectives?**

*E.g. awareness, downloads, etc.*

### LEARNING GOALS

**What do we need to learn to reach our objectives?**

### TRANSFORMATION OBJECTIVES

**What is the larger transformation this challenge supports?**

### CUSTOMERS / USERS

**Who are we designing for? Be specific!**

### IN SCOPE

**What activities are in scope?**

### OUT OF SCOPE

**What won’t we do / deliver? *E.g. a high fidelity prototype.***

### DELIVERABLES

**State the expected deliverables. *E.g. a proof of concept.***

### SCREAM TEAM

**Who are core team?**

- Transformation owner
- Trainee team
  - Profile 1
  - Profile 2
  - ...

### GREAT OUTCOME

**What would a great outcome look like?**

### BAD OUTCOME

**What would a bad outcome look like?**

### CRITICAL SUCCESS FACTORS

**What is needed to guarantee success?**

- Feedback on Sprint Planning
- Attendance at Sprint reviews
- Access to users, experts, and relevant technology
  - ...

### STAKEHOLDERS

**Who will be present at sprint reviews versus informed? Use the stakeholder canvas.**