

UNPACK CREATIVITY CANVAS A4 1/4

Design thinking

describe the context and the environment
of the need/problem your product/
service/system is trying to solve

scenario

**problem
need**

describe the need/problem your
product/service/system is trying to solve



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UNPACK CREATIVITY CANVAS A4 2/4

	value & meaning
who	
what	
when	
where	
why	synthesize the value and meaning your idea must ever respect



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Design making

express the solution you think are feasible

**possible
solutions**
product service system

**disruptive
solutions**
product service system

express all the solution, also the unfeasible!!

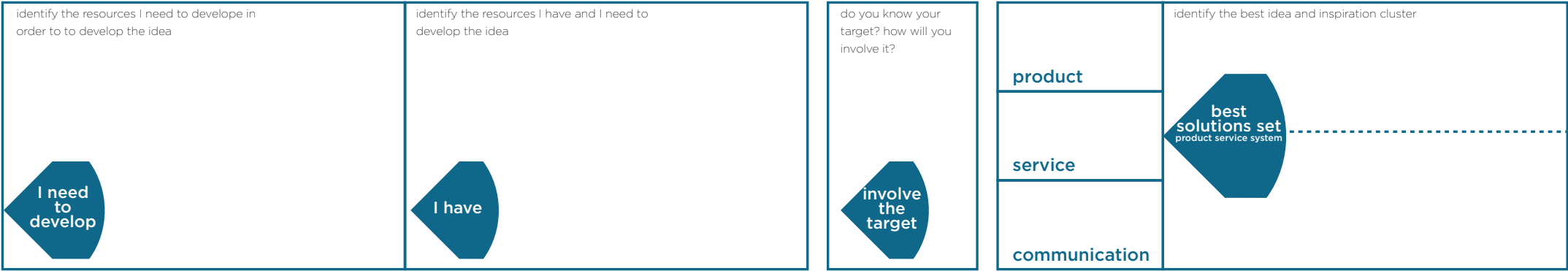


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UNPACK CREATIVITY CANVAS A4 4/4



UNPACK CREATIVITY CANVAS A3

Designed by:

Designed for:

Date:

Design thinking

describe the context and the environment of the need/problem your product/ service/system is trying to solve	scenario		value & meaning
		who	
		what	
		when	
		where	
		why	
describe the need/problem your product/service/system is trying to solve	problem need		synthesize the value and meaning your idea must ever respect

Design making

express the solution you think are feasible

possible solutions
product service system

disruptive solutions
product service system

express all the solution, also the unfeasible!!

The diagram illustrates the Business Model Canvas, divided into two main sections by a vertical line. The left section is labeled 'I need to develop' and contains the text 'identify the resources I need to develop in order to develop the idea'. The right section is labeled 'I have' and contains the text 'identify the resources I have and I need to develop the idea'.

The diagram illustrates the Innovation Canvas, a tool for identifying the best idea and inspiration cluster. It is divided into two main sections by a vertical line. On the left, there is a large blue diamond shape pointing right, labeled "involve the target". Above this diamond, the text "do you know your target? how will you involve it?" is written. On the right, there is a large blue diamond shape pointing left, labeled "best solutions set" with "product service system" written below it. Above this diamond, the text "identify the best idea and inspiration cluster" is written. Between the two diamonds, a horizontal dashed line connects them. To the left of the right diamond, there is a vertical stack of three boxes labeled "product", "service", and "communication".

do you know your target? how will you involve it?

involve the target

product

service

communication

best solutions set
product service system

identify the best idea and inspiration cluster