

# UNPACK CREATIVITY CANVAS

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		
describe the need/problem your product/service/system is trying to solve	where		synthesize the value and meaning your idea must ever respect
	why		

## 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!!	

identify the resources I need to develop in order to to develop the idea	identify the resources I have and I need to develop the idea
I need to develop	I have

do you know your target? how will you involve it?	identify the best idea and inspiration cluster
involve the target	
product	best solutions set product service system
service	
communication	



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