

CANVAS 2.0

 **Challenge**
Business/Social/Other

 **People**
Stakeholders/
Population/
Participants

 **Empathize**

Behaviors

 **Ideate**

Theories

Prompts (Toolbox)

Behaviors

Effects

Biases

Effects

Capability
Psychological

Social

Opportunity
Physical

Social

Motivation
Automatic

Reflective

Solutions

Impact Check	
Desirability	1 - 10
Viability	1 - 10
Feasibility	1 - 10
Score	1 - 10

 **Prototype**

Storyboard

Experiment Design (Toolbox)

Choose it

Make it

Test it