

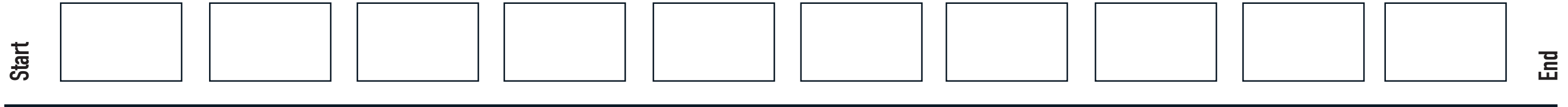
# POSSIBILITIES MAP CANVAS




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**Step 1: With your team, plot the activities along the below value-chain. This can be a project, a product, a service, or a combination of the all.**



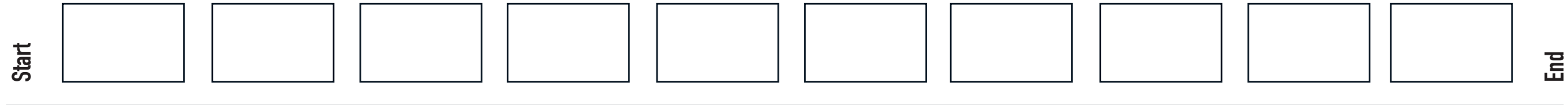
**Step 2: As a group, decide who the actors are along this value-chain and create a persona for EACH segment based on collected data and understanding of true lived experience. 'Use the below canvas for your Personas.**

<p><b>Name</b></p> <p><b>Portrait</b> <small>Please add a picture or draw a portrait</small></p>  <p>Segment</p> <p>Occupation</p> <p>Age</p> <p>Home town</p> <p>Marital status</p> <p>Family/Friends</p> <p>Interests/Hobbies</p> <p>Short bio</p>	<p>Quote What is a typical quote that represents the persona's objectives, motivations?</p>		
	<p><b>Motivations</b> What drives this persona?</p>	<p><b>Goals</b> What are the goals that this persona tries to achieve?</p>	<p><b>Frustrations</b> What frustrates this persona?</p>
	<p><b>Enablers</b> What enables this persona to achieve his/her goals?</p>		<p><b>Barriers</b> What obstructs this persona from achieving his/her objectives?</p>

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Step 3: Now you are able to begin plotting your possibilities. Using the decided Value-Chain activities on the X axis and the Personas on the Y axis, move through each Persona and plot Possibilities for that Persona at each activity.



Name			Quote: What is a typical quote that represents the persona's objectives, motivations?		
Portrait					
Segment			Motivations What drives this persona?	Goals What are the goals that this persona tries to achieve?	Frustrations What frustrates this persona?
Occupation			Enablers What enables this persona to achieve his/her goals?	Barriers What obstructs this persona from achieving his/her objectives?	
Age					
Home town					
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**Step 4: Vote!** Depending on the quantity of possibilities you have you will give people 3–5 stickers to vote. This round of voting should focus only on what is liked by you/participants. What are the "a-ha's, that's a good idea!"

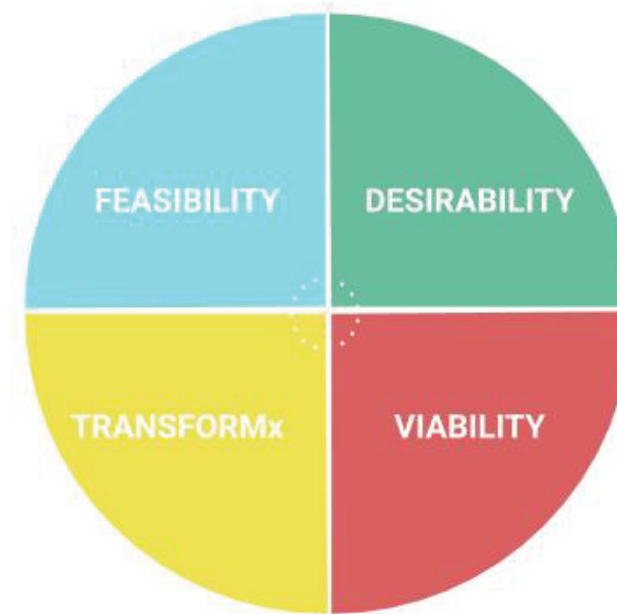
**Step 5: The winning possibilities** (those with the most votes move forward to a HCD analysis of User Desirable, Technically Feasible, Economically Viable, and Transformational. Discuss each idea is this User Desirable, is this economically viable (can we afford it, is affordable from a market POV)?, is this technically feasible (is the infrastructure in place to pilot/sustain)?, and transformative (does it have potential to create market system transformation)? Use a check or minus for each lens. If an idea does not satisfy all four, then it cannot move on.



Idea \_\_\_\_\_



Idea \_\_\_\_\_



Idea \_\_\_\_\_



Idea \_\_\_\_\_

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**Step 6: The HOW.** Fill out a SCHEMES canvas for each of your final ideas. These can be further refined in a co-creation session with your stakeholders, or used to test/Pilot ideas.

**Space:** When, where, and how will this idea take place?

**Cash:** What financial resources do you need to make this solution a reality?

**Helpers/People:** Who and how will implement this? Do you need support for other stakeholders to make this happen (e.g. INGOs)?

**Equipment:** What equipment does this solution need (e.g. mobiles, truck, etc.)?

**Materials:** What material does this solution require and how will produce/acquire these (e.g. banners, handouts)?

**Expertise:** What experts do you need to implement this solution effectively (e.g. marketing firm, digital dashboard designer)?

**Systems:** What systems do you need built or need to use to execute this solution and who will support this (e.g. Salesforce)?

**Space**

**Cash**

**Helpers/People**

**Equipment**

**Materials**

**Expertise**

**Systems**