XONIK

FRAMEWORK

Product Discovery Canvas

One page to structure product discovery: the problem, the people, the buyer, the alternatives, your position and the cheapest test of the riskiest assumption.

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For	A product leader or founder deciding what to build before spending on building it.
Use with	The Product Opportunity Assessment on the XONIK website.

The canvas

Fill it in on screen or print it, in plain sentences. Where you have evidence from people outside your team, say so, and where you are assuming, say that too. A canvas full of named assumptions is a good result.

1. The problem
What goes wrong, for whom, and how often it matters to them.

2. The people who have it
Roles and situations, in their words.

3. What they do today
The workaround, the tool or the nothing. What it costs them.

4. The change they want
What would be different in their work if it were solved.

5. The idea, in one sentence
What you would build, for whom, and why it beats the workaround.

6. Who pays, and who decides
The budget holder, the person who can say no, and how they buy.

7. The alternatives
What the buyer would use instead, including doing nothing.

8. Why they would switch
The reason, stated so a buyer could confirm or deny it.

9. Evidence so far
Conversations held, commitments made, things you observed. Leave opinions out.

10. Riskiest assumptions
The things that, if wrong, end the idea.

11. The cheapest test
The smallest thing you could do to find out whether the riskiest assumption holds.

12. The decision
Stop, test, or build a bounded first version. Who decides, and by when.

How to use the canvas

1. Start with boxes one to four, and fill them from conversations with the people who have the problem. If you have not had those conversations, write that, and make them your first test.
2. Fill in boxes six to eight before you describe the idea. Until a buyer is named and a reason to switch is written down, the product has no position.
3. Write the idea in box five last, in one sentence. If it needs two, it is two ideas.
4. Read boxes nine and ten together. Mark each claim in the canvas as evidence or assumption. The assumptions that would end the idea if wrong go in box ten.
5. Choose the cheapest test in box eleven that could prove the riskiest assumption wrong. Run it before you build.
6. Repeat the canvas after the test. The decision in box twelve should change when the evidence does.

What a good answer looks like

Box	A weak answer	A strong answer
Problem	Teams struggle with manual work.	Who struggles, in which task, what it delays, and what happens when it goes wrong.
What they do today	They use spreadsheets.	The steps of the workaround, who does them, and what they would give up to stop.
Who pays	The user will pay.	The role that holds the budget, the person who can veto, and how a purchase like this is approved.
Evidence	People liked the idea.	Someone gave time, data or a commitment because of it.
Cheapest test	Build a prototype.	Put a written proposal to the buyer, or run the task by hand for one customer.

Limits of this document

XONIK wrote this document as a working aid. It is general guidance, not legal, financial, technical-audit or regulatory advice, and it certifies nothing. It records your own reading of your own organization, so it is only as good as the answers you give. It does not guarantee any result. The canvas organizes your thinking. It cannot size a market or predict demand.