

Design criteria canvas

The **design criteria canvas** helps you make decisions around changes you're considering for your business. Design criteria incorporates information from your business model canvas and context map canvas, along with other things you'll consider along your change journey.

Overview

Categorise every change-related decision to help you understand your priorities.

Must do: elements that you can't leave out

Should do: non-vital criteria you would love to have

Could do: anything not immediately connected to realising your vision

Won't do: things you definitely will not do

This is known as the 'MoSCoW' method.

Instructions

1. Before you start:

- Complete the business model canvas and context map canvas for your business.
- Decide on the format that suits you:
 - print a large copy of the template and hang on the wall
 - download the template and complete on your computer or project onto a screen.
- Have plenty of sticky notes and pens ready.
- Allow around 45-60 minutes of undisturbed time.

2. Collect design criteria:

- If you're working with your team, have team members develop design criteria individually first by writing them on sticky notes. Sources for design criteria can be things you learned when completing your business model canvas and your context canvas. What must/should/could/won't you consider and design for when it comes to navigating the change you see? Make your criteria as clear as possible, so that you understand what they mean in the future. Split up more complex design criteria into smaller, clearer parts.

- 3. Map your criteria on the canvas:**
 - Add your criteria where you think they should go first – you can organise them later. If working with others, have them explain why they think it is a design criterion and why it should be in the box they put it in. Place duplicates on top of each other.
 - When everything is placed on the canvas, take a step back. Have a short break. Did you miss anything?

- 4. Organise the criteria:**
 - Review criteria individually and find any non-negotiable ones. Be strict in this – non-negotiable is different from ‘nice to have’. If you get stuck, compare sticky notes in the same box and see which ones are the least important. What if you did not meet that criterion?
 - Group similar criteria and remove unimportant ones.

- 5. Quantify the criteria:**
 - Review the design criteria and make them S.M.A.R.T. (specific, measurable, achievable, relevant, time-bound). If necessary, replace the sticky notes with better defined ones. Keep a note of the S.M.A.R.T. design criteria.

- 6. Save or take a photo of your canvas to review in the future.**

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- **Must**

Must-haves and non-negotiables

- **Should**

Should-haves and important features

- **Could**

Could-haves and optional features

- **Won't**

Won't haves, things that are definitely not on the table and non-negotiables