DELIWRAPP & CO

Digital product canvas

Frame a product on one page

Problem

- ☐ What observed problem are we solving?
- ☐ Who experiences it and in what context?
- ☐ How is it handled today?

Proposition

- ☐ What action does the service make easier?
- ☐ Which assumption should be tested first?
- ☐ What is the smallest useful outcome?

Conditions for success

- ☐ Which constraints are non-negotiable?
- ☐ Which risks could invalidate the project?
- ☐ Which signals demonstrate real progress?

Complete the canvas as a team, then turn uncertainty into tests.