



# Mission Model Canvas: Defining the Boundaries of a Solution

## DESCRIPTION

This job aid presents the mission model canvas, a tool for identifying specific risks, addressing gaps, and gaining insight into the desirability, viability and feasibility of the solution to the problem at hand.

## WHEN TO USE

- At the beginning of the building or redesign of a product, service, or program, but before doing design research to set a loose boundary for the solution space.
- During the evaluation of a particular idea to identify specific risks, address gaps, and gain insight into its desirability, viability, and feasibility.



## PAIRS WELL WITH

- Stakeholder Mapping: Identifying and Engaging with Interested Parties (DDN2-J07)
- Brainstorming and Brainwriting (DDN2-J13)
- Innovation Scorecard (DDN2-J17)
- SCAMPER (TBD)

## PURPOSE

A mission model canvas can be used to:

- set the boundaries to the solution space by identifying specific risks, addressing gaps and outlining its desirability, viability and feasibility criteria
- identify business constraints
- assess an idea by identifying specific risks, address gaps and gain more insight on the desirability, viability and feasibility criteria
- mitigate costly risks and mobilize resources to create value for beneficiaries

## DESIRED OUTCOME

A mission model canvas is a visual representation that lists and connects the stakeholders, activities, strategies and resources.

## HOW TO USE

Populate the mission model canvas template:

- The desirability criteria refer to the value proposition, buy-in and support, beneficiaries and deployment strategy fields.
- The viability criteria refer to the mission budget and cost, and mission impact fields.
- The feasibility criteria mean the partners, activities and key resources fields.

## DEFINITIONS

- **Desirability:** Determines the added value for stakeholders, particularly users, whether the idea is a want or a need.
  - What's the unique value proposition?
  - Do people want this product or service?
    - Is it new, novel or innovative?
    - How is it different from anything heard or seen before?
  - Does it make sense for them?
- **Feasibility:** Measures whether your organization's operations have the capacity to prototype and implement the proposed solution.
  - Does this work?
  - Is it functionally possible in the foreseeable future?
- **Viability:** Identifies whether this idea will contribute to your organization's mandate and long-term growth.
  - Can we develop something sustainable?
  - What has to be true for this idea to work?
  - What are the costs?
  - Is the cost worth the potential or perceived impact?
  - How will you pay for it?

## NOTE:

At the early stage of the design process, you might not have enough information to complete the template. Update your mission model canvas after conducting research.



# THE MISSION MODEL CANVAS

