

# Agile Canvas

Consumer/Customer	Problem
Who is the end consumer/customer? Understand their Persona	Spend time in understanding the problem
Solution Hypothesis	Impact
Brainstorm and collect multiple solution hypothesis that you may pivot/persevere/kill in your iterations	Understand your Leading/Lagging/Learning indicators to define and measure the impact
Stakeholders	Issues/Risks/Help
Continue to identify and align with your Stakeholders as you have always done	Track your issues, risk and areas where you need help as you have always done

Sprint 1	Sprint 2
What is the simplest thing I can build to get feedback?	What is the simplest thing I can build to get feedback?
Sprint 3	Sprint 4
What is the simplest thing I can build to get feedback?	What is the simplest thing I can build to get feedback?
Sprint 5	Sprint 6
Define, design and launch a meaningful MVP to test and learn	Define, design and launch a meaningful MVP to test and learn

# Persona



**Name**

**Age:**  
**Location:**  
**Occupation:**  
**Income:**  
**Household Size:**

**Quote:**

# Empathy Map

