

VMOST Canvas Cheat Sheet: Tactic Summary Sheet

Business idea				Idea Owner / Sponser	
Single sentence explaining what the idea is. Format: "If We... Then..."				Name of the person who takes on responsibility for the idea and will push it through.	
(Customer) Demographics		Business Driver		Reasons for Confidence in the Idea:	
Who do we want to target with this idea?	Who do we want to avoid / exclude from this idea?	What do we hope to get out of this?	Why should we do it <u>now</u> ?	Why do we (internally) think that it will give us what we expect?	
				Why will our targeted customers think this is a good idea?	
Approach / Solution			Post Launch		
What are we going to do / build / change? Can it be delivered in phases?			Success		MVT / Optimisation
			What does success look like for this project? What are the metrics we need to think about?		What will we do to Test & Optimise the delivered functionality?
			Evolve / Roll Back / Walk Away		
			There are 3 options available to us after delivery – 1) Evolve the idea and build on it, 2) Remove the functionality or 3) Leave it and deliver the next idea. What will make us choose 1,2 or 3?		
			Marketing		
			How will our customers know that we have delivered what they need?		
			Business Impact		
			What touch points / impact will it have on existing business functions? Do we need any new capabilities?		
Pros	Cons	Questions / Concerns			

Strategy Alignment		Cost	Points	Benefit	Points
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Additional info is available from <http://vmost.tools>

