

Business Alignment Canvas – for SMEs

This worksheet helps SME teams align identified user problems with internal strategic goals. It can support internal discussions and management buy-in before proceeding to ideation and prototyping.

Canvas Section	Your Input
User Problem	What is the core user need or problem we identified?
Strategic Relevance	How does this relate to our business goals or KPIs?
Innovation Objective	What change or value do we aim to create with this innovation?
Management Perspective	Why should leadership support this? How does it align with long-term strategy?
Constraints & Priorities	What are the key constraints, boundaries or priorities for this project?

Prepared for internal strategic alignment in the Define phase of the DT process.