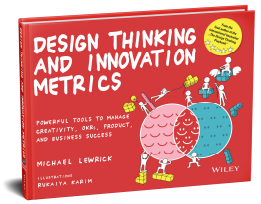
Project:
Team:
Version & Date:

MVM - MINIMUM VIABLE METRICS CANVAS

Quick guide: The canvas helps to define leading indicators and build step-by-step an innovation measurement system. In many cases the identified metrics allow the later operationalization of real-time analysis for actions on the ground. The creation of the metrics starts with a deep understanding of the need to measure, followed by the activation, adaption and integration of the metrics.

More tips & tricks on book page: 179



Lewrick, M.
Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com

Name of the Minimum Viable Metrics:

Give the metrics a name or call them X as a starting point

Preparation	Introduction/Activation	Adoption/Integration
Problem to Tackle *Which problems or challenges are addressed?* 1	**Vision & Innovation Strategy** *What are important capabilities to be developed?* 2	**Conclusions/Next Steps** *Derive questions, indicators, and actions from the results of measurement.* 7
Decision Maker/Team *Who does the metric help?*	**Design of Actionable Metrics** *What is the best way to describe the metrics?* 3	**Operationalize** *How often are measurements taken and does the series of measurements have an expiration date?*
		Summary of the Impact Measuring *What improvements have the metrics led to?* 6
Potential Activities *Which activities might lead to new success in behavior, culture, mindset, and innovation derived from the metrics?*	**Measure** *Run measurement from leading and/or lagging indicators and measure at the appropriate level.* 4	**Evaluate** *What should be learned from the initial measurement?*
	Costs, Schedule & Frequency *What are the costs of measuring and how frequent/long should measuring be?*	

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