3D - DISCOVER, DESIGN & DEFINE CANVAS

Client: _______________________________ Project: ________________________________________ Author: __________________

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- WEAKNESSES

- MUST Must-haves and non-negotiables

- SHOULD Should-haves and important features

- COULD Could-haves and optional features

- WON'T Won't haves - things that are definitely not on the table. Also non-negotiables.

- RE-ACTIONS How to face, mitigate, solve and/or react to your Weaknesses

- PRO-ACTIONS How to improve, consolidate and/or better communicate your Strengths

STRENGTHS