Create a Use-Case-Canvas for Your Research!

- **Problem to Solve**
- **Theories**
- **Research Question & Design**
- **Research Results (incl. Practical Application)**
- **Target Group: Users & Potential Customers**
- **Customer Benefits**
- **Innovation & IP**
- **Product/Service**

**RESEARCH**

**USE CASE**
RESEARCH

Problem to solve: Outline and significance of the object of research

Theory: Theoretical review, presentation of the state of the art

Research Question and Design: Presentation of the aspects to be researched, qualitative and/or quantitative setting, samples, etc.

Research Results: Presentation of the results, description of the researched field of application

Target Group: Presentation of the groups that can benefit from the research results

USE CASE

Innovation and IP: What is the novelty? Could it be protected?

Customer Benefit: What is the added value for customers/users: functional, economic, emotional, social, psychological, ecological, health-related?

Potential Product/Service: Can a product/service be derived from the research results? What could it look like? In which areas could it be used?