## What is a research canvas?

The Research Canvas can be used to communicate "who, what, why, when, how and the benefits" of projects. The tool is an aid to help ensure clear thinking, identification, needs and rationale for research.

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| **Research Impact Canvas** | Project name: | | | Date: | Iteration: |
| **Problem**  *What research problem do you aim to solve?*  *What question(s) does your stakeholder want to solve?*  *What are the top 3 pain points for your stakeholder?* | **Solution**  *Describe the top 3 features of your solution solving the top 3 problem elements*  **Intellectual Property**  *If applicable, state what types of intellectual property rights are involved (e.g. patents, software code, copyright, databases, etc.) and who owns them* | **Unique Value Proposition**  *Single, clear, compelling message that states the value of your work from perspective of single stakeholder. Describe:*   * *Position of your solution and why you and your research are different/better* * *Alternative solutions, not necessarily technological or other research in the field*   *Why is it worth paying attention?* | | **Impact Relationships**  *How do you aim to achieve impact?*  *How do you let the world know that you exist?*  *How do you grow your network?*  **Research Context**  *Define the context of your work*  *Describe in laymen terms the background of the research field you are working in* | **Stakeholders**  *Target groups for your research, e.g. customers/users of end product, industry partner(s), research partner(s), government, not-for-profit organisations* |
| **Who are you?**  *What do you bring to the table? What makes you and Western Sydney University an attractive research partner?* | | | **Impact**  *Define the short/middle term (concrete results) and long term (vision) impact of your research. How will the field, industry and world change after you finished your project? What do you get out of it, how will the project impact you and Western Sydney University?* | | |