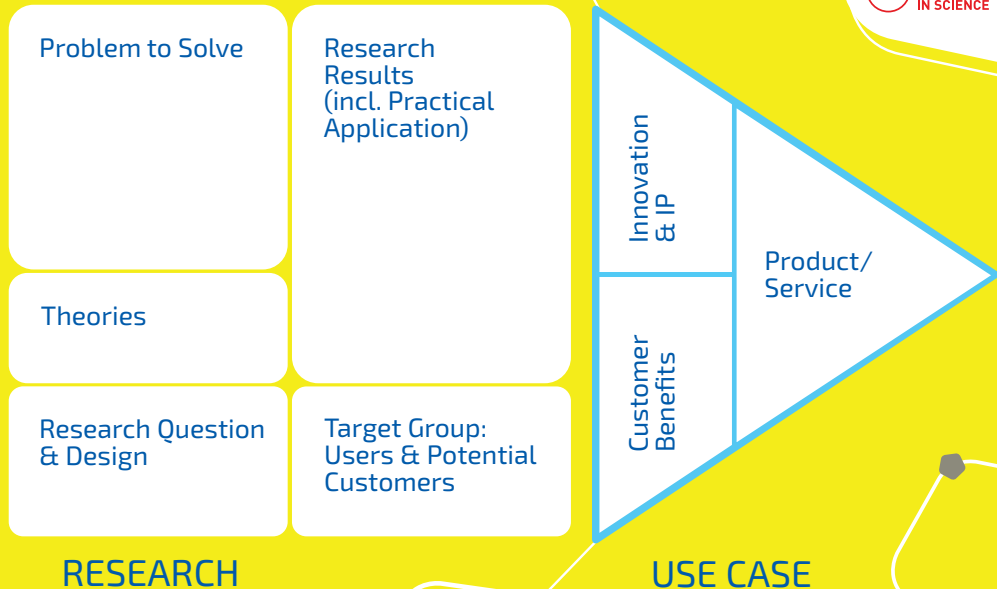


# Create a Use-Case-Canvas for Your Research!



RESEARCH

USE CASE

# COMPLETION AID

## 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?

IDEAS - INNOVATION - IMPACT



UNIVERSITÄT



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