SPECTRUM CANVAS

MISMATCH[1]	PERMANENT[2] ∞	TEMPORARY[3] 🕐	SITUATIONAL[4] ⚡	SUPERPOWERS[8]

MISMATCH INVERSION[10] TREND	BLACK SWAN[5] THE DAY WHEN IT ALL HAPPENED AT ONCE	BLACKOUT[6] THE PERIOD WHEN IT IS OFF	BLACK NOISE[7] THE LIFE IN THE NOISE OF ALL DISTRACTIONS	IMMUNITY[9]

SPECTRUM CANVAS — EXPLANATION

MISMATCH[1]	PERMANENT[2] ∞	TEMPORARY[3] 🕒	SITUATIONAL[4] ⚡	SUPERPOWERS[8]
A mismatch is a gap between the ideal and real scenarios from someone's point of view. 1. *What is the mismatch you are trying to solve?* 2. *Whose mismatch is it?*	*What are the permanent (usually also extreme) cases when the mismatch is happening in real life?* *Permanent means [much] longer than the lifespan of the analyzed system or scenario.*	*What are the temporary conditions for the mismatch to realize?* *Temporary means those conditions can't be fixed right now, but it could be done in the foreseeable future.*	*What are the situational issues that can produce mismatch?* *Situational means it happens in the context and in the timespan of the scenario and probably can be easily fixed, avoided, or it is considered insignificant.*	What are the (unnatural) superpowers that could allow the subject (or affected personas) to avoid the mismatches or the most critical issues, or quickly resolve them?
MISMATCH INVERSION[10] TREND Invert the mismatch to define the trend describing the growing demand for the mismatch to be resolved.	**BLACK SWAN[5]** THE DAY WHEN IT ALL HAPPENED AT ONCE Describe the scenario variation when all the permanent reasons are present. Consider what could lead to such a culmination?	**BLACKOUT[6]** THE PERIOD WHEN IT IS OFF Describe the scenario variation when all the temporary conditions are turned on. How long could the scenario be sustainable?	**BLACK NOISE[7]** THE LIFE IN THE NOISE OF ALL DISTRACTIONS Describe the daily experience when all the situational issues are consistently happening. What are the areas with the biggest tension?	**IMMUNITY[9]** What could make the subject (or affected personas) immune to the mismatch or issues while preserving the main scenario flow? *Invert the permanent issues to define what immunity means.*

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SPECTRUM CANVAS — SAMPLE #1

MISMATCH[1]	PERMANENT[2] ∞	TEMPORARY[3] 🕐	SITUATIONAL[4] ⚡	SUPERPOWERS[8]
Lack of fresh ingredients for pizza in the kitchen (e.g., sliced tomatoes or pepperoni).	*The product is banned in the region (sanctions, epidemy, radical changes in transit system).* *The suppliers are bankrupt (recovering supplier chain will take months).* *The cook doesn't feel/see critical changes in the ingredients (anosmia, color blindness).*	*The required product ended in the refrigerator (will re refilled on the next delivery tomorrow).* *The required product ended on the supplier side (will be refilled on the next week or so).* *The supplier increased the cost of product (season, high demand, etc.)* *The lighting conditions and/or ventilation prevent from noting critical changes in products.*	***Sliced** ingredients ended (the next portion will be cut in 5-10 minutes).* *The cut ingredients don't look or smell good (the cook doesn't like their shape, state, temperature, etc.).*	"Tomato-teleport" – ability to get all required ingredients on the kitchen despite of suppliers issues. "The secret underground farm" – ability to independently produce all required ingredients. "X-ray the life" – ability to see the life-status of the ingredients.
MISMATCH INVERSION[10] TREND The demand for sustainable and recoverable delivery pipeline of the fresh ingredients with the flexible control over granularity.	**BLACK SWAN[5]** THE DAY WHEN IT ALL HAPPENED AT ONCE The black Saturday was inevitable. First due to political sanctions and the wave of all anti-Italian, the demand for pizza began decreasing. Then the media started spreading the rumor that pepperoni increases the cancer risk. Due to the economic crisis, the supplier and transit chains began collapsing. Finally, some uncurable virus decreased our cooks' ability to feel the smells.	**BLACKOUT[6]** THE PERIOD WHEN IT IS OFF It was the hardest three days for our business. Like a snow avalanche, our most critical systems began failing. Due to increased (and unexpected) demand for Margaritas, we quickly ran out of tomatoes. The broken refrigerator increased the hysteria in the kitchen. The supplier was able to deliver a fresh reserve quickly, but it was the last 10kg on their side and costed us twice the price. In the rage, we didn't note that the led-lamps we installed a few days ago made the dents on ingredients less notable. How many claims on crumpled olives could you fix in a day?	**BLACK NOISE[7]** THE LIFE IN THE NOISE OF ALL DISTRACTIONS It was a day like many days before, but the stats showed that something was wrong. The standard cook time increased for two minutes for all tomato-based pizzas. At first, inspection didn't reveal any changes in the process; something just consumed extra time. Then we noted that the cook frequently requested for fresh tomatoes. It was ok in general, but somebody in the team said that the rate was over the norm. The follow-up analysis showed that the cook took some art classes and just didn't like the shape of the slices, so he quickly ran out of "normal" ingredients.	**IMMUNITY[9]** Independent from any specific ingredient or its freshness status. Independent from any specific supplier. Ingredients or the process don't depend on the cook ability to feel smells, see colors, etc.

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