

Strategic Product Development Canvas for:

Product Vision Statement

- What is the overall purpose of your product?
- What makes it unique or stand out?

Values

- What values will we embrace and demonstrate while creating this product?

Product Goals (Now) - Timeframe:

- What are the key outcomes for this timeframe?
- How will you know you've achieved the goal(s)?
- Who are your targeted key stakeholders/customers?

Product Goals (Next) - Timeframe:

- What are the key outcomes for this timeframe?
- How will you know you've achieved the goal(s)?
- Who are your targeted key stakeholders/customers?

Product Goals (Later) - Timeframe:

- What are the key outcomes for this timeframe?
- How will you know you've achieved the goal(s)?
- Who are your targeted key stakeholders/customers?

Sprint #1 Goal(s)

- Where will you focus efforts this sprint?

Sprint #2 Goal(s)

- Where do you anticipate efforts should focus this sprint?

Friction Factors

- What are some factors that may prevent the adoption or usage of your product?

Future Sprint Target Goal(s)

- Where do you anticipate efforts should focus in future sprints?

Key Stakeholders/Customers

- Who are the key persons consuming or impacted by this product?

Key Personnel

- Who are the key persons/roles needed to develop this product?