The Product Canvas Template

Designed by:
PC Dashboard Working Group

On: 09/18/2015

Iteration # 1

NAME

Product or project name.

Program Cycle Dashboard

GOAL

The reason for creating the product.

1) Capture where operating units are in their implementation of the PC
2) Capture, share and streamline activities that support PC implementation

METRICS

The measures to determine if the goal has been met.

- Entering information
- Accessing information
- Using information
- Completed TDY checklists

TARGET GROUP

Sandy the Strategic Planner

Terri the TDYer

Link to full description

The users and customers with the need to be addressed or the problem to be solved. Personas are an effective way to describe the target group.

BIG PICTURE

Text

The user's interaction with the product and the product features required to address the needs of the personas. Epics, scenarios, storyboards and workflows are great techniques to capture the interactions and the features.

PRODUCT DETAILS

Text

The goal of the sprint or iteration with specific, actionable, testable items. These should be numbered, prioritized and captured as user stories.

Based on Roman Pichler's Product Canvas (http://www.romanpichler.com/blog/agile-product-innovation/the-product-canvas)
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