**My project canvas/roadmap**

|  |  |  |
| --- | --- | --- |
| **Audience**  Who is my audience?  What words do I associate with them? | | **Sketch a persona.**  Within your audience, think of one person your project would serve. Draw an image of that person and keep that person in mind as you develop your project. |
| **Challenge**  What is my challenge?  What words do I associate with this challenge? | |
| **Product**  What technology could you use to address this challenge with this audience? | **Project Description** What is my solution? | |
|

|  |  |
| --- | --- |
| **What is my vision for this project?** | **What resources do I need?** |
| **How will this project address the identified challenge and support my audience?** | **Where can I look at similar programs or projects like this?** |

|  |
| --- |
| **What counts as success?** |
| **What steps will I take? What milestones do I need to reach?**  Start at the beginning. Outline the steps you need to take first and go from there. |
|