



TEAM CANVAS

⋮ Can be used for categorie(s)...	Team & Collaboration (B)
⋮ Use during phase...	START

Team Canvas

Version 0.8 | theteamcanvas.com | hello@theteamcanvas.com

Most important things to talk about in the team to make sure your work as a group is productive, happy and stress-free

Team name

Date **20.10.2025**

PEOPLE & ROLES	COMMON GOALS	VALUES	RULES & ACTIVITIES
<p>What are our names and the roles we have in the team?</p> <ul style="list-style-type: none"> - Moritz Höltl - Felix Klingenstein - Luca Martini - Pascal Daume - Tim Weidenberg <p>What are we called as a team?</p>	<p>COMMON GOALS</p> <p>What you as a group really want to achieve? What is our key goal that is feasible, measurable and time-bounded?</p> <ul style="list-style-type: none"> - Launch the first version of the ParkShare app in three pilot cities within 12 months. - Reduce average parking search time in test areas by at least 30%. <p>PURPOSE</p> <p>We build a digital mobility platform that connects private parking owners with drivers in need of parking — reducing traffic, saving time, and making parking more accessible. Our mission is to turn underused parking spaces into part of a smarter, more sustainable urban mobility ecosystem.</p> <p>PERSONAL GOALS</p> <p>What are our individual personal goals? Are there personal agendas that we want to open up?</p> <p>Moritz: Build a scalable, impactful business that improves everyday mobility. Felix: Create a user experience that feels effortless and intuitive. Luca: Grow a passionate user community and make ParkShare a recognizable urban brand. Pascal: Develop a robust, data-driven platform that can scale to multiple cities. Tim: Ensure financial stability and design a sustainable business model.</p>	<p>VALUES</p> <p>What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team?</p> <ul style="list-style-type: none"> - Sustainability First: Every feature should make urban transportation smoother, faster, and greener. - Sustainability: Fewer cars searching for parking means less congestion and lower emissions. - Innovation through Data: We leverage real-time mobility data to optimize parking availability and urban flow <p>NEEDS & EXPECTATIONS</p> <p>What each one of us needs to be successful? What are our personal needs towards the team to be at our best?</p>	<p>RULES & ACTIVITIES</p> <p>What are the rules we want to introduce after closing this session? How do we communicate and keep everyone up to date? How do we make decisions? How do we execute and evaluate what we do?</p> <ul style="list-style-type: none"> - Weekly team meetings - Daily stand-ups - Transparency: All project information and progress visible in Canvas
STRENGTHS & ASSETS	WEAKNESSES & RISKS		
<p>What are the skills we have in the team that will help us achieve our goals? What are interpersonal/soft skills that we have? What are we good at, individually and as a team?</p> <ul style="list-style-type: none"> - Strong technical background in app and mobility system development - Deep understanding of user experience and behavioral design - Shared passion for smarter, sustainable urban life - Agile and cross-functional teamwork 	<p>What are the weaknesses we have, individually and as a team? What our teammates should know about us? What are some obstacles we see ahead of us that we are likely to face?</p> <ul style="list-style-type: none"> - Limited access to municipal mobility data in early stages - Need for stronger network in mobility ecosystem - Balancing user growth with trust and security concerns 		

Team Canvas by theteamcanvas.com. Created by Alexey Ivanov, Dmitry Voloshchuk
Team Canvas is inspired by Business Model Canvas by Strategyzer.

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What

The Team Canvas is a tool that helps you structure yourselves as a team and get an overview of how you like to work together, what guides you, where you have strengths and weaknesses, and who is responsible for what.

Following the motto "**In teams, the things you don't talk about tend to matter the most**" - the Team Canvas is a method that encourages you to discuss these things with each other.

Why

Teams are usually thought to go through **four phases** of development (much like we humans do):

- At the beginning in the "**forming phase**", group members are primarily concerned with belonging and rarely raise concerns (like toddlers and their parents)
- In the "**storming phase**", the first conflicts arise and mutual dependencies develop (like teenagers and their parents)
- In the "**norming phase**" the team members learn to work together efficiently (like young adults)
- In the "**performance phase**" the team has clarified all framework conditions and works efficiently and smoothly together

! However, most teams get stuck between the first and second phases, especially when conflicts arise. If you work as a team from the beginning to clarify the framework for your collaboration, you can avoid this.

HOW

Use the canvas as a basis to talk as a team about how you envision collaboration. You can always adjust the Canvas and refer to it over time, so feel free to understand it as dynamic rather than static.

Here are a few questions that can help you reflect on team collaboration:

- What differences do we perceive among us on the team?
- How do we deal with each other, how do we talk to each other?
- How can we use our differences to generate even greater added value together?
- How can we create a creative and safe "space" for our team members - but also other stakeholders - where everyone feels safe to share their observations, intuitions, suggestions for ideas or projects ?
- Who do we trust to play what role in the team's fabric?
- What causes tension or stress in our team ?
- How can we encourage everyone to treat each other with mutual respect and to make our strengths and resources available to the team?

