Context	Identify user		Report user	Cut through			
What is it ?	Name: Title:	Behaviors	frustration		prioritization Imp Effort Profi tota		tota
When they need it ?			When [A moment of frustration] + I want [how progress is visualized] + so that [how life is better]	lmp act	Effort	tibili ty	l
Why do they need it?	Demographics	Needs & Goals					
How does it work?							
	•						

Product Design Canvas

Date:

Iteration:

Context	Identify user	Report user frustration	Cut thro	Cut through prioritization			
What is it?	Name: Title: Behaviors	When [A moment of frustration] + I want how progress is visualized] + so that [how life is better]	// Impact	Effort	Profitability	total	
When they need it?							
	Demographics						
Why do they need it?							
	Needs & goals						
How does it work?							
						Щ	