Product Design Canvas

Title:

Date:

Iteration:

Context

What is it ?

When they need it ?

Why do they need it ?

How does it work ?

Identify user

Name:
Title:

Behaviors

Demographics

Needs & Goals

Report user frustration

When [A moment of frustration] + I want [how progress is visualized] + so that [how life is better]

Cut through prioritization

Impact	Effort	Profitibility	total

Created by: Anil Kumar Krishnashetty

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