

# THE PRODUCT CANVAS



## NAME

The name of the product.



## GOAL

Your overarching goal.



## METRICS

The measures to determine if the goal has been met.



## TARGET GROUP

The users and the customers with their needs.

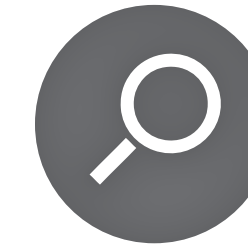
Personas are a great way to describe the target group.



## BIG PICTURE

The desired user experience (UX): the user journeys, the product functionality, the visual design, and the nonfunctional properties.

Epics, scenarios, storyboards, workflows, design sketches, mock-ups, and constraint stories are helpful techniques.



## PRODUCT DETAILS

The goal of the next iteration and specific actionable items to reach the goal.

The items are ordered from one to n, and may be captured as detailed user stories.