

THE RADICAL PRODUCT CANVAS

INSTRUCTIONS

- 1) Define your core product vision by filling in the blanks in the **RADICAL VISION TEMPLATE**. Don't worry about polishing the language. Iterate on different ways to frame your vision with your team until you hit on one that feels right.
- 2) Capture your current or proposed components of your product strategy on the **RDCL STRATEGY ROADMAP**. Again, take an iterative approach here with your team, ensuring that the pieces of the strategy make sense as a whole. As you consider which items to put on your strategy roadmap, use the **RDCL PRIORITIZATION** framework for each item to evaluate whether it helps move you toward your vision, toward sustainability, or both.
- 3) Identify the highest-importance, highest-risk aspects of your product strategy and put them into the **MEASUREMENT STRATEGY STRATEGY** table. Then, try to identify appropriate ways to measure whether that aspect of your product strategy is being achieved.

RADICAL VISION TEMPLATE

Today, when

customer segment

want to

desirable activity/outcome

they have to

current solution(s)

This is unacceptable, because

shortcomings of current solutions

We envision a world where

shortcomings are resolved

We're bringing this world about through

broad technology/approach

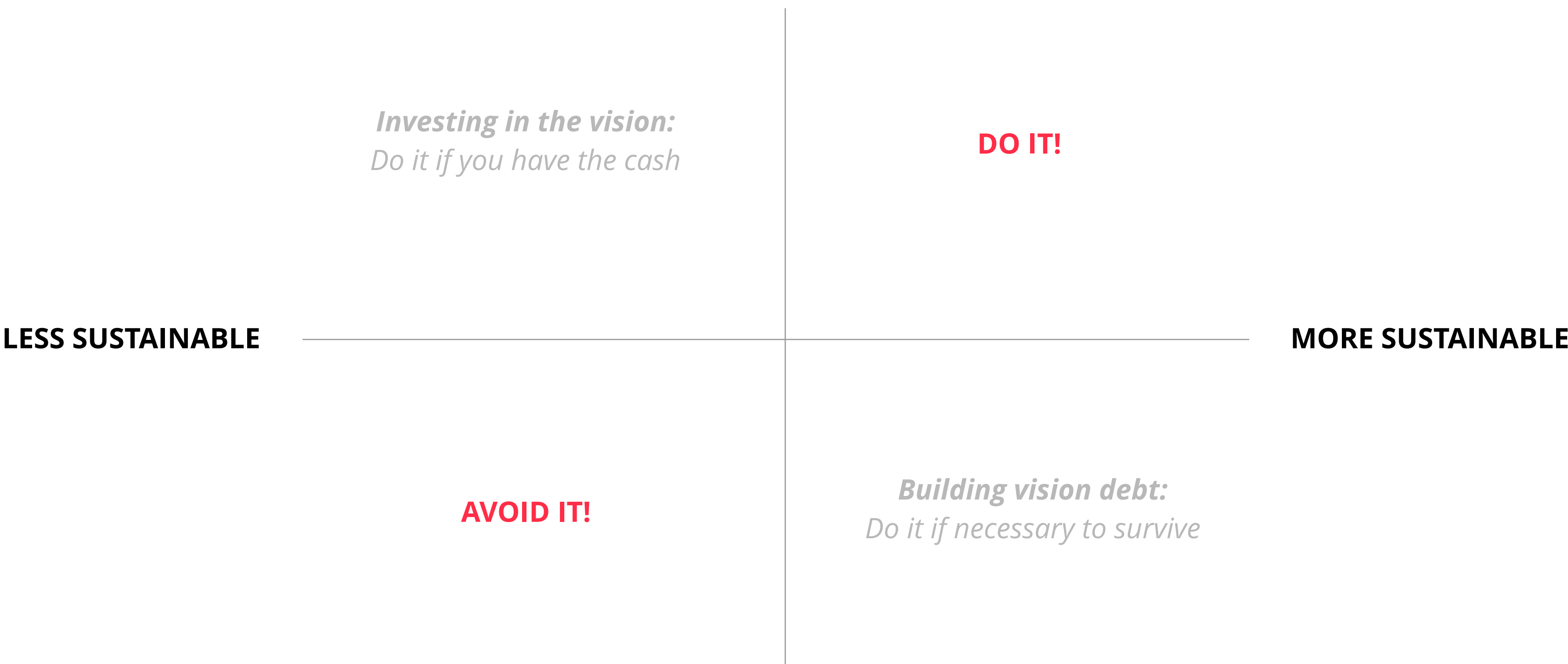
RDCL STRATEGY ROADMAP

	NOW	NEXT	LATER
REAL PAIN POINTS <i>Validated customer segments, desires, and pain points</i>			
DESIGN <i>Product features, appearance, voice/tone, brand/messaging</i>			
CAPABILITIES <i>Unique and proprietary competencies, data, algorithms, patents</i>			
LOGISTICS <i>Delivery, pricing, subscriptions, distribution</i>			

VISION ACHIEVED!

RDCL PRIORITIZATION

GOOD VISION FIT



POOR VISION FIT

MEASUREMENT STRATEGY

	GOALS <i>What's the plan?</i>	METRICS <i>Is the plan working?</i>
REAL PAIN POINTS <i>Validated customer segments, desires, and pain points</i>		
DESIGN <i>Product features, appearance, voice/tone, brand/messaging</i>		
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