ROMAN'S PRODUCT CANVAS

romanpichler

NAME
Name of the product.

GOAL
The product goal you are working on.

METRICS
The measures to determine if the goal is met.

TARGET GROUP
The users and customers with their needs/goals described as personas.

BIG PICTURE
The desired user experience (UX) including user journeys, product functionality, visual design, and non-functional properties. Epics, scenarios, storyboards, design sketches, mock-ups, and constraint/non-functional stories can be helpful to capture the relevant information.

PRODUCT DETAILS
The goal of the next sprint and the items requires to reach it. The latter should be ordered and may be described as user stories.