

Product Goal Canvas

Date

Revision

Check for the latest version of this canvas at:

<https://effectiveagile.com/canvases/product-goal-canvas/>



Developed by Ralph Jocham

Product Goal

What do we want to achieve (by when)?

Vision

What is the bigger picture for which the Product Goal is a stepping stone?

Description

Describe the narrative behind the Product Goal.

Valuable Outcome and Measures

If we achieve the Product Goal, which valuable outcome will the product generate?

Scrum Team

List the Product Owner, the Scrum Master(s) and Developers pursuing this Product Goal.

Stakeholders

Who are the people/roles who have interest in our work?

User

List all the people/personas who are going to use the product.

Influencer

List all the people who could impact the direction of the product.

Provider

List all the people or companies we are depending on.

Governance

Internal Who looks at our reports, who provides the funding?

External Which regulations do we have to follow, who is going to enforce them?

Which leading measures will guide during the effort, and which lagging measures will confirm the outcome?

| | Market / End User | Internal Capabilities |
|---------|-------------------|-----------------------|
| Leading | | |
| Lagging | | |

Product Owner

Developers

Risks

What are the risks we are aware of and which things do we fear?

Scrum Master(s)