

# PRODUCT CANVAS (1/2)

Product

Organization

Date

Version

## Vision

What do we strive to be? What do we do that changes the world? What differentiates us? Tagline? Visual image?



## Revenue Streams

How do we fund our product?  
Where does our revenue come from?



## Cost Factors

What cost factors are there to discover, deliver, market, sell, and service our product? What activities and assets are most expensive? Most risky?



## Channels

How do we keep our customers coming back? How do we obtain, retain, and grow customer awareness of our product?



## Product Partner: Business

Who are the people in the business (ours, others) who legitimize, authorize, pay for, or help us promote the product? Who has domain experience we need to draw upon?



## Value

What outcomes do business partners want (e.g., increased revenue, cost reduction, risk reduction, brand projection, customer satisfaction, etc.)?

value

## Product Partner: Customer

Who needs or uses our product? Who are our target customers? What market or market segment do we serve?



## Value

What outcomes do customer partners want (e.g., save time, reduce effort, simplify access, appeal to aesthetics, etc.)?

value

## Product Partner: Technology

Who designs, builds, tests, deploys, services, trains, supports the product?



## Value

What outcomes do technology partners want (e.g., increase architectural readiness, improve reliability, reduce future cost to service, develop technical expertise, etc.)?

value

## Competitive/Leader Landscape

Who competes with us? What are their strengths? Weaknesses? Who is the leader? What is their superior capability?

Competition:                      Capability/Threat:                      Leader:                      Superior Capability:



## Innovation Waves (technology | platforms | standards)

What changes are happening now or possibly in future to hardware, software, platforms, or standards? What trends might impact the design, development, acquisition, deployment or servicing of the product?



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Download the Product Canvas at: <https://www.ebgconsulting.com/ProductCanvas.pdf>

# PRODUCT CANVAS (2/2)

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## User

People, systems, and devices that interact with the product



## Interface

Connections to and from users, systems, and devices.



## Action

Capabilities provided for users



## Data

Data and useful information the product stores and uses



## Control

Constraints, policies, regulations, and business rules enforced by the product



## Environment

Technology platforms (software and hardware components, standards, and physical properties) the product conforms with



## Quality Attribute

Measurable properties that qualify the product's operation and development



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