

PRODUCT REQUIREMENT CANVAS

Title:

Author:

Date:

GOALS

What should be achieved? Which results do you expect? How is the feature related to your business?

CONSTRAINTS

What is the budget? Is there a release deadline? Who serves as Product Owner? Are other processes affected?

USER STORIES

Who needs what? Why? What does the end user want to do? Why does he do it?

DATA FIELDS

Which data fields are needed? Should existing data be manipulated? Is any special data format needed?

USER

What user segments are affected? Are there differences in permission or feature visibility?

KPI

How is success measured? Are there cost savings or additional revenues? Which target value shall be reached? What is the value today?

EXAMPLES

Are there other applications that can be used as inspiration? How could the result look like optically?

TEST CASES

What cases should be used to test the feature? What is the normal, minimum or maximum case?

SCENARIOS

In which situation will the feature be used? Which devices are involved? How should offline or sync situations be handled?

DEPENDENCIES

Are there technical, legal or organisational issues that have to be resolved before this feature can be finished? Is this feature data privacy compliant?

STAKEHOLDER

Who should be involved? Are there benefits in getting any internal or external feedback?

OPEN QUESTIONS

Which issues need to be clarified? Which decisions have to be made?

NOT DOING

What is out of scope? Which functionality shall not be done?

