

# Product Strategy Canvas

The canvas should be updated everytime we gain better understanding about our business, our product and our customers.

Product Vision

## Business Strategy

What business problem(s) have we identified that needs to be solved?  
What is our strategy to solve those problems?  
Note: Work together with the business and senior management to craft the business strategy statement.

Time Period

dd/mm/yyyy

dd/mm/yyyy

## Objective

The objective we want to achieve before the next OKR Review.

Time Period

dd/mm/yyyy

dd/mm/yyyy

## Key Results

The key measurable indicators as a proof that we have met our objective. *Hint: look at our value driven metrics box.*

## Customers

Who are the people (or group) that will pay us or give funding to us to solve this problem?

## Consumers

Who are the people we've identified facing this problem(s) and will potentially use the solution we will deliver?

## Value Driven Metrics

What value driven metrics, as an indicator of success, for our strategy should we track continuously? *NOT on-scope, on-time and on-budget.*  
Note: check out [www.scrum.org/ebm](http://www.scrum.org/ebm) as a source of inspiration.

### North Star Metric

There should only one North Star Metric. It is the only metric that matters out of all of the other value driven metrics.

## SMART Sprint Goal

Specific, Measurable, Attainable, Realistic, Time-Boxed

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Note: craft the Sprint Goal with the development team

Sprint #

Sprint Review Date

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## Customer Value

What value will the customer get if this problem is solved?

## Consumer Outcome

What behavioural changes that we expect from the consumer after we solve the problem?

## Possible Solution Options

What are some possible solutions (features, products, enhancements) that we know as of today?  
*These options are part of the Product Backlog.*

Note: collaborate with the development team to create the known possible solution options.

## Hypotheses

What are the things we have listed in previous boxes may not be true, has no empirical data and needs to be validated?  
Quantify the risk for each hypotheses. *These hypothesis are part of the Product Backlog.*

Note: collaborate with the development team to create the hypothesis.

