Project

Motivation

PROJECT CANVAS

Participants
List the team members, stakeholders and third parties involved in the project. Indicate their names, titles and role on the project. You can also show dependencies.

Goals
Indicate the primary objectives of the project, including success metrics. Distinguish between program goals and project goals in separate lists, if necessary

Users
List the users of the product or service as target groups or segments. Also indicate more specific information about users, such as persona names, if available.

User Benefits
Show the overall value proposition and benefits users will get after the project is sucessfully completed.

Activities
List the concrete tasks and actions the team will take to reach the project goals.

Deliverables
Indicate the outcomes and documents that will be shown to stakeholders or to customers. This does not include working documents, project plans and similar.

Risks
Identify possible future events that could have a negative impact on the project.

Milestones
List the key dates and events that frame the overall timeline of the project.

Constraints
Identify the limits and conditional requirements that directly affect the deliverables, activities or project as a whole.

Scope
Indicate he breadth of the product or service to be included for consideration for this project, including what is out of scope.

Created by J Kalbach, v1.0

Project End