

Software Product Canvas

Title:

Date:

Iteration:

Product Vision

Describe the vision for the software, a description that goes beyond any one specific version. Outline your 'big idea'!

➤ ...

Customer Persona

Who is the primary customer we are developing this for? There maybe many different people that will use the software, but who is primary? What are their primary needs or problems?

➤ ...

MVP – Version 1

Describe high level features of your first Product version - your MVP (Minimum Viable Product). State features that are needed in order to solve your customer problems and/or validate your product idea.. What needs, goals, or jobs-to-be-done should your solution address?

➤ ...

Future Releases

Describe features that you would like to incorporate in future versions, which will make the software better, easier, more profitable, more scalable. Indicate future customers to target.

➤ ...

Success Metrics

List out some of the critical business goals that are driving you to develop this software? How will you measure success?

➤ ...

Revenue

How do you think you will earn money with this software? Describe some of the revenue streams.

➤ ...

User Step 1

Describe a User Step and User Activities that a person will do in this MVP software release. Within a Step a user will do a series of Activities. *For example, in an email program, a Step is: 'Manage Email', with three User : 'Create Email, Read Email and Delete Email'.*

User Step 1:

➤ ...

User Activities:

➤ ...

➤ ...

➤ ...

User Step 2

Describe a second User Step and User Activities that a person will do in this MVP software release. Within a Step a user will do a series of Activities. *For example in an email program, another Step is: 'Organize Email', with two Activities: 'Search Email, and File Emails'.*

User Step 2:

➤ ...

User Activities:

➤ ...

➤ ...

➤ ...

User Step 3

Describe a third high-level User Step and User Activities that a person will do in this MVP software release. Within a Step a user will do a series of Activities. *For example, in an email program, another Step is: 'Manage Calendar', with four Activities: 'View, Create, Update, and View Appointment'.*

User Step 3:

➤ ...

User Activities:

➤ ...

➤ ...

➤ ...

User Step 4

Describe a fourth high-level User Step and User Activities that a person will do in this MVP software release. Within a Step a user will do a series of Activities. *For example in an email program, another Step is: 'Manage Email', with three Activities: 'Create Email, Read Email and Delete Email;'*

User Step 4:

➤ ...

User Activities:

➤ ...

➤ ...

➤ ...

Learning

What assumptions are you testing in this version of the product? What problems and 'offer' are you validating before you build the MVP?

➤ ...