The Product Canvas
A Lean Tool for Creating New Products

Cambridge Product Management Network
24 June 2013

Roman Pichler
romanpichler.com
@romanpichler
About Me

• Product management consultant and trainer
  – Specialised in agile and lean practices

• Business owner and product manager
  – I use the Product Canvas on my own innovation projects as well as in my client-facing work
Contents

★ Overview of the Product Canvas
★ Creating the Product Canvas
★ Updating the Product Canvas
★ Product Canvas Tools
OVERVIEW OF THE PRODUCT CANVAS
## The Product Canvas Structure

<table>
<thead>
<tr>
<th>Vision</th>
<th>Your overarching goal.</th>
<th>Name</th>
<th>The name of the product.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target Group</strong></td>
<td>The users and the customers, with the need to be addressed or the problem to be solved; described as personas.</td>
<td><strong>Big Picture</strong></td>
<td>The user’s interaction with the product, the desired user experience (UX), and the product features required to address the needs of the target group. Epics, scenarios, storyboards, workflows, and constraint cards are great techniques to capture the interactions and the features.</td>
</tr>
<tr>
<td><strong>Product Details</strong></td>
<td>The goal of the next sprint and specific implementable to reach the goal. The items are prioritised from one to n, and can be captured as ready stories: clear, feasible and testable user stories.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

http://www.romanpichler.com/
A Sample Product Canvas

Goal
re-launch website

Target Group
Pete
Product Owner; manages digital products in a large company; wants to acquire knowledge to help him create and enhance products.

Big Picture
- Read blog post
- Access tools
- Search for a course
- View course description
- Book seats

Product Details
Sprint Goal
1. Ready Story
2. Ready Story
3. Ready Story
4. Ready Story
5. Ready Story

Response time < 1 sec

Mary
HR employee, works in a large company; wants to register employees for public training courses.

© 2013 Pichler Consulting Ltd
The Product Canvas and Customer Development
The Product Canvas and The Business Model Canvas
CREATING THE PRODUCT CANVAS
Steps to Create the Canvas

1. Target Group
   - Create personas

2. Big Picture
   - Outline the UX and the features

3. Product Details
   - Identify sprint goal / hypothesis
   - Create items to reach goal / test hypothesis
Product Canvas Workshop

Validated Strategy

Product Owner
Team
Teamwork
4-8 hour workshop

Initial canvas
Product Canvas
UPDATING THE PRODUCT CANVAS
The Product Canvas in Action

- Change!
- Analyse and learn
- Build and expose
- Product Increment or MVP
Feedback

- Feedback may be obtained from users, customers, and internal stakeholders depending on the sprint goal.

- Effective research includes:
  - A product presentation
  - A user test
  - Releasing software
Product Canvas Workshop

Feedback

Product Owner

Team

2-4 hour workshop

Teamwork

New insights

Product Canvas

Updated!
Workshop Steps

1. Analyse the feedback
   Assess the quality and relevance of the feedback; determine what conclusions you should draw

2. Integrate your insights into the canvas
   Remove, adjust and add items

3. Select a new sprint goal

4. Capture the work required to reach the goal
   This often involves breaking stories out of the appropriate epics
   Order the items depending on their contribution towards the goal
   You may ask the team to estimate new or updated canvas items

5. Get the high-priority stories “ready”
PRODUCT CANVAS TOOLS
A Paper-based Canvas

• Has three main benefits:
  – The relevant information is visible and easily accessible
  – Paper cards and paper sheets facilitate effective collaboration
  – Limited wall space creates focus and prevents capturing everything that might be relevant

• You may want to take pictures of your canvas to record how it changes over time
Digital Canvas

• A digital canvas is applicable when
  – The team is distributed, team members travel or work from home
  – Tracing the changes on the canvas is required

• There are various software tools to choose from
  – Wiki and JIRA/GreenHopper: Capture the personas and the big picture on a wiki, and the product details in JIRA
  – A spreadsheet with two to three worksheets
  – A web-based tool such as Johan Steenkamp’s Business Model Fiddle: https://bmfiddle.com/f/#/
Thank you for your interest!

More on the Product Canvas:

romanpichler.com/blog/category/product-canvas/

Please let me know how the canvas works for you:

info@romanpichler.com

twitter.com/romanpichler
CONSULTING AND TRAINING IN AGILE PRODUCT MANAGEMENT AND SCRUM

Get in touch:

+44 (0) 7974 203772
info@romanpichler.com
www.romanpichler.com
www.allthingsproductowner.com