

Product Discovery Canvas

Product Name:

Iteration #:

Date:

Vision Statement

1. What are you building?
2. What value does it provide?

Write your Elevator Pitch.

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Know your Users & Customers

1. Who are you building this for?
2. What benefit will they obtain?

Create Personas:

- Image
- Description
- Benefits
- Actions with the product

Discuss Pirate Metrics: Acquisition, Activation, Retention, Revenue, Referral

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Define Goals

1. Business goals?
2. Technology goals?
3. Process Improvement goals?

Discuss the frequently occurring problem(s) that the product solves.

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Define Success Measures

1. How will you know the product is a success?
2. What will change for the targeted user community?

What are the outcomes (immediate benefit) of having the product?

What are the impacts (long-term benefit) of having this product?

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Timeframe for Discovery

How much time will you invest in validating the product idea?

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Tell Product Stories

Tell stories about users and customers using the product. Talk in descriptive sentences: who is using, what they are doing and why. Capture a descriptive test of what it means for the story to be successful. Gain product understanding by discussing:

1. Examples of users engaged with the product to realize the goals.
2. How realizing the goals impacts a specific type of user.

Play "What if", taking different routes on the same goal.

Discuss what happens in the event of invalid situations?

Construct a User Story Map using all the information collected; it is a visual narrative of product functionality that includes:

1. Goals
2. Personas
3. Benefits realized by users
4. Actions (features) with the product

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Validate if it is the right Product to build

Make sure - as quickly and as cheaply as you can - that you are building the right "it".

Get out of the Building. Discover your customers!

Conduct prototyping experiments to answer these questions:

1. Do customers want it?
2. Will customers buy it?

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Learn from the Product: Build - Measure - Learn

Build a slice of the product (limited features and functionality), measure how customers respond and then learn whether to pivot or persevere.

Examine the User Story Map and build a slice (MVP - Minimum Viable Product) from which to conduct validated learning .

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