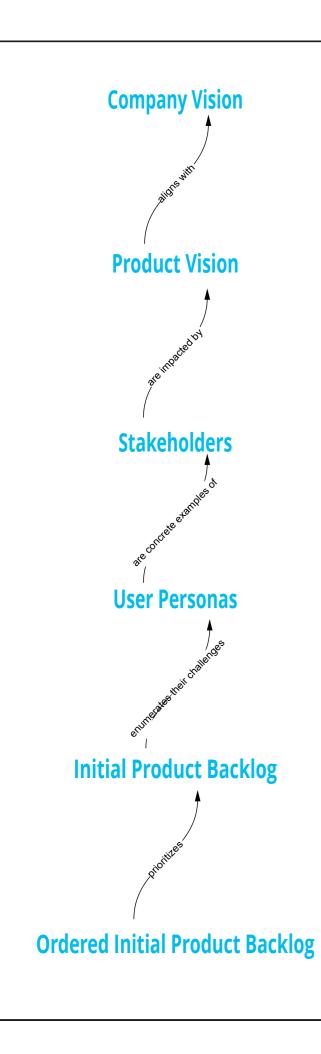
Product Inception Canvas



1) Company Vision

What is our purpose together as a group of humans? Why does this organization exist?

• Try: Articulate a "far vision", a 5-word phrase that concisely summarizes how the world will be different and better because of the work we are doing together

· A computer in every home (Bill Gates)

2) Product Vision

3) Stakeholders

 High school science students in Latin America · Science mentors who speak Spanish · Developers on the iOS mobile app team · A salesperson inside our company · Our company's shareholders

Note: Stakeholders are people outside your team.

- Land a person on the moon (John F. Kennedy)
- A great shave for \$1 a month (Dollar Shave Club)
- · All the world's information, universally available (Google)

What is the purpose of this product? Why should this product exist?

be different and better because of the product we will deliver

. Try: Make sure your product vision aligns with your company vision

Who cares? Whose lives will be different and better because of the product we will

• Try: A list of stakeholder types—kinds of people who will benefit from the product

• Try: Articulate another short phrase that concisely summarizes how the world will

Anything you want, delivered to you now (Amazon)

4) User Personas

Exactly who are these stakeholders? Bring them to life as user personas.

- Try: Customize the user persona attributes—these are examples. Add your own
- . Try: Repeat this step for your most important stakeholder types

Skill level 1: Skill level 2:

Gender:

Skill level 3: Motivation:

Desires/wants/needs

Profile photo or drawing

5) Initial Product Backlog (unordered)

Our stakeholders and user personas—what problems do they have that our product doesn't yet solve for them?

6) Ordered Initial Product Backlog

In what order should we deliver our list of initial product backlog items?

- . Try: If we could only deliver one backlog item, which one would deliver the most value for our stakeholders? Put that backlog item at the top of the list
- $\bullet\,$ Try: If we could only deliver one more backlog item after, what is the next one that would deliver the most value for our stakeholders? Put that one next in the list. Repeat until all the backlog items are ordered.

. Try: Express the problem statements as short titles. • Try: Don't order the list of problem statements—just list as many as you can.

