

Product Inception Canvas

Company Vision

Product Vision

Stakeholders

User Personas

Initial Product Backlog

Ordered Initial Product Backlog

aligns with

are impacted by

are concrete examples of

enumerates their challenges

prioritizes

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

Examples:

- A computer in every home (Bill Gates)
- 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)
- Anything you want, delivered to you now (Amazon)

2) Product Vision

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

- Try: Articulate another short phrase that concisely summarizes how the world will be different and better because of the product we will deliver
- Try: Make sure your product vision aligns with your company vision

3) Stakeholders

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

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

Examples:

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

Note: Stakeholders are people *outside* your team.

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

Name:

Role:

Age:

Gender:

Skill level 1:

Skill level 2:

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?

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

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.
- 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.

