

# PROJECT CANVAS

Project Name: \_\_\_\_\_

Project Owner: \_\_\_\_\_

GOALSETTING	<b>1. PURPOSE</b> What is the <b>intent</b> of this project, the <b>vision</b> ? Why did business choose to do this? (The <b>5 whys</b> ).	<b>2. SCOPE</b> What <b>does and doesn't</b> the project contain? Main <b>functionality/feature sets/epics</b> in business' language.	
	<b>3. SUCCESS CRITERIA</b> What do we need to <b>achieve</b> for success? (Functional/non-functional). <b>SMART</b> goals, include <b>measurable</b> metrics and <b>timeframes</b> .	<b>4. OUTCOME</b> <b>Artefacts</b> , as well as the position the project will be in (potential). What you will <b>measure</b> against the <b>success criteria</b> ? E.g. website, mobile application.	
PEOPLE	<b>5. TEAM</b> Who are the team members ( <b>names</b> )? <b>Roles</b> and what project <b>knowledge</b> they have.	<b>6. STAKEHOLDERS</b> Who has interest in the project's success ( <b>names</b> )? What <b>knowledge/expertise</b> does each person have?	<b>7. USERS</b> Who are the <b>end users</b> benefitting from the system? User <b>personas</b> (name, bio), could relate to system roles.
	<b>8. RESOURCES</b> What <b>tangible</b> (tools, physical and ops environment) and <b>intangible</b> (knowledge, skills) resources are needed?	<b>9. CONSTRAINTS</b> What are the known <b>limitations</b> ? <b>Tangible and intangibles</b> (Rules, governance, technologies, access, finances, timelines, knowledge)	<b>10. RISKS</b> What risks could occur? How can you <b>monitor, manage</b> and <b>mitigate</b> these?
ENVIRONMENT	<b>11. MILESTONES</b> What are the <b>key</b> milestones and <b>dates</b> ? List left to right by date ascending/descending.  Timeline ←-----→		
TIMEFRAME	<b>12. ACTIONS</b> What actions need to be executed in each milestone ( <b>epics/actions</b> )? List under applicable milestone.  What actions need to be executed for each milestone ( <b>process/checklist</b> )?		