

PRODUCT GOAL CANVAS

DATE:

REVISION:

Product Goal 

Vision 

Description 

Valuable Outcome & measures 

Scrum Team 

Stakeholders 

Which Leading measures will guide during the effort, and which lagging measures will confirm the outcome?

	MARKET/END USER	INTERNAL CAPABILITIES
LEADING		
LAGGING		

Product Owner

Developers

Risks 

Scrum Master