

THE PRODUCT GOAL CANVAS

Product Goal

For <Customer Segments> with <Problem> we deliver <Solution>. Through this we achieve <Business Value>.

Customer Segments?

Target Customers
Personas

Business Value?

Mission Alignment
Strategic Fit
Revenue Contribution
Other Types of Value

Problem?

Customer Jobs
Pains
Gains

Solution?

Product/ Service
Pain Relievers
Gain Creators