Product Strategy Canvas

PRODUX labs

VISION

This is the lofty, futuristic goal for where your company or division is heading. Think long term.

In [_____] [_____] will be [_____]

    time frame   Company, division   Vision statement

CHALLENGE

The first big goal to tackle on your way to the vision. Think in terms of user journeys, ideal states, objectives and KPIs that relate to the product lifecycle.

In order to reach our vision, we need to [_____] by [_____].

                                       measureable objective   time frame

TARGET CONDITION

This is a smaller, measurable objective that teams can start exploring today.

In order to reach our Challenge, we first need to

[_____]

measureable objective

CURRENT STATE

What's the status today as it relates to the target condition?

After measuring, we know our current state is

[_____]

measurements of current state