

OUTCOME CANVAS

Title:

Date:

Iteration:

PERSPECTIVES

OUTPUTS

Business
What impact do we want this to have on our business?

This will be measured by...

Customer
What customer problem do we want to solve? Which customer need do we want to meet? Who is it for (target group)?

This will be measured by...

The outcome can be achieved by...
Experiment 1, Experiment 2, Experiment 3

Brand & Communication
What is the story to tell? Write a tweet or short press release for the release of the feature.

This will be measured by...

Technical
What technical areas do we want to improve in this feature?

This will be measured by...