

# Lean Product Canvas

Title of initiative:

Date:

Iteration:

## Business Problem

What is the most important problem your business needs to focus on right now?  
(Hint: Consider why you originally built your product/feature and how changes in the market, customers, technology, etc. have reduced its ability to deliver the same value it used to.)

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## Solutions

What can we make that will solve our business problem and meet the needs of our customers at the same time?  
List product, feature, or enhancement ideas here.

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## Business Outcomes

How will you know you solved the business problem? What will you measure?  
(Hint: These are your high-level key results. What will people be doing differently if your solutions work? Consider metrics that indicate business success like lifetime value and product success like retention rate and product usage metrics. Try to use the format whodoes what-by how much.)

2

## Users

Which users and customers (e.g., personas) should you focus on first?  
(Hint: Who buys your product or service? Who uses it? Who configures it? Who is impacted by its use.)

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## User Outcomes & Benefits (JTBD)

Why would your users seek out your product or service? What benefit would they gain from using it? What is their Job To Be Done? What are they trying to do?  
(Hint: Save money, get a promotion, spend more time with family. List user outcomes for each persona you created.)

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## Hypotheses

Combine the assumptions from Boxes 2, 3, 4 & 5 into the following hypothesis statement: "We believe that [business outcome] will be achieved if [user] obtains [benefit] with [feature]."  
(Hint: Each hypothesis should focus on one feature only.)

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## What's the most important thing we need to learn first?

Select the hypothesis from Box 6 you'd like to test first. Identify all the reasons it might fail (risks). Choose the riskiest assumption from the list. What do we need to learn about this assumption?

(Hint: In the early stages of a hypothesis focus on risks to value rather than feasibility.)



\*To help you choose which hypothesis to test first, refer to the Hypothesis Presentation Canvas (<https://bit.ly/hypo-canvas>)

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## What's the least amount of work we need to do to learn the next most important thing?

Design experiments to learn as quickly as you can whether your riskiest assumption is true or false.  
(Hint: What could you learn in 1 day / 1 week / 1 month?)

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