







The Product Goal Canvas

Team	Date	Version
------	------	---------

 The Goal Why does this team exist? What value will it realize in the future?			
 The Customers Grouped by need, sorted by priority.	 Our services What services or products does the team provide?	 The epic steps What are the 4-5 big steps to realize the goal?	 The metrics Which facts show that the team is progressing towards the goal?
 The Issues What are the biggest risks or impediments in the way of reaching the Goal?			