Project Kickoff Canvas

A project kickoff canvas intends to make an otherwise dry and boring topic – defining a project – lively and engaging. It does so by visualizing the key elements that define a project in a single grid. This canvas intents to define the direction for the project, establish the project's objectives and establish how the project is to be approached.

Project name:

Intent:

Participants

All project team members, stakeholders and third parties who play a role on the feature. Also use this box to show dependencies (if necessary).

Goals

The primary objective(s) of the feature including the success metrics.

Users

All users of the feature listed as groups or segments

User Benefits

The overall value and benefits users should expect after the feature is sucessfully implemented

Activities

Tasks and actions the team will take to reach the feature goals.

Deliverables

The outcomes and documents that will be reviewed with stakeholders.

Risks

Possible elements that could potentially have a negative impact.

Milestones

The key dates and events that frame the overall timeline of the feature.

Constraints

Technical limits and/or conditional requirements that affect the feature.

Scope

The breadth of the product or service to be considered for this feature.

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