

THE PROJECT CANVAS

PROJECT TITLE:

CREATED BY:

WHERE/WHEN:

PURPOSE

What is the cause of the project? (also: motivation, reason)
Why is the project important and meaningful – and for whom?
How will the project change the future – and for whom?



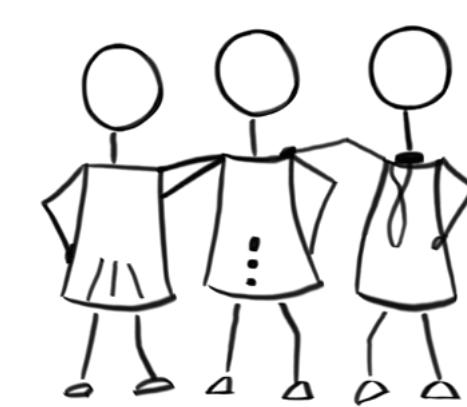
BUDGET



How much money is available?
How flexible is the budget?

How much money is needed for
... the TEAM (internal/external)?
... the necessary RESOURCES?

TEAM



Who should be on it?

Who is
... in the core team?
... in the extended team?
... an external partner?
... the project manager?

ENVIRONS



Which known forces
(events, conditions, people)
affect the project

... as tailwind?
... as headwind?

WAYPOINTS



Which stages of progress would
be a good reason to celebrate?

Are there dates for
... partial and interim results?
... visible and measurable successes?
... steering decisions?

QUALITY



What makes the CUSTOMER really happy with regard to
... the RESULT of the project?
... the WAYPOINTS along the way within the project?

How do the CUSTOMERS in the project want
to be informed and brought in?

RESOURCES



What is needed for
... work tools (including software)?
... materials?
... methods and models?
... project work spaces?
... meeting spaces (on-site/virtual)?

RISKS + CHANCES



Which uncertain events would
(if they occurred)
... endanger the project?
... stimulate the project?

Events that can be influenced as well as cer-
tain events should be regarded as ENVIRONS.

RESULT



What exactly is to be delivered
to the CUSTOMER at the end of the project?

Is it most likely to be
... a new product?
... a new service?
... new knowledge (findings)?

CUSTOMER



Who is the actual customer of the
project, that is, who are the people that
... start & end the project (owners)?
... get the project results (recipients)?
... finance the project (sponsors)?

When there are several people:
Are there known conflicts?

TIME



When does the project actually start? What will be required (i.e. preparations, documents)?
When is the project really closed? What will be required (i.e. documents, approvals)?
How flexible is the start date of the project? How flexible is the end date of the project?



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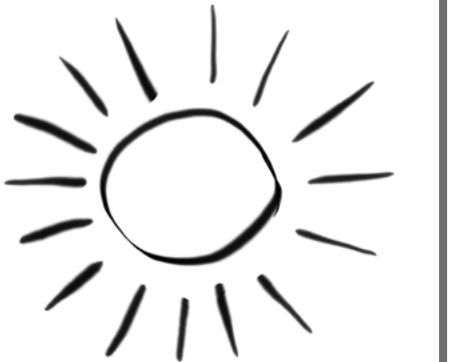
ENVIRONS



WAYPOINTS



QUALITY



RESOURCES



RISKS + CHANCES



RESULT



CUSTOMER



TIME

