PROJECT CANVAS

projectbeats.com
troubleshooting & recovery

project name: _____ **created by/role:** _____ **version/date:** _____

purpose / benefit / user / customer

What is the goal/cause of the project? Why are we doing it (motivation, reason)?
Why is the project important and meaningful, what are the benefits – and for whom?
How will the project change the future – and for whom?
Who will benefit from the outcome of the project (target audience)? Who will use it?
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)?

scope / result / product

What does this project contain (in scope)? What does this project not contain (out of scope)?
What is to be done concretely? What are the main work packages/components?
What exactly has to be delivered to the customer(s) at the end of the project?
How are changes be handled?

budget

How much money is needed to deliver the scope
- for the team (internal/external)?
- for the necessary resources?
How much money is available?
How flexible is the budget?
Which oncost or possible damages are imminent?

team / resources

Who are the team members? What are their roles in the project?
Who is
- in the core team?
- in the extended team?
- an external partner?
- the project manager?
Are all needed skills and external partners (e.g. vendors) on board that are necessary to deliver the work packages and thus the final result of the project? Are all persons available for the complete project duration?
What key resources are essential?
What physical resources are needed in the project (office, building, server, tools, software, materials, methods, models, etc.)?
What necessary skills and resources are NOT available?

stakeholders / environment

Who has an interest in the success of the project?
In what way are they involved in the project?
What kind of influence do they have?
Are there known conflicts between stakeholders?

quality

Are there quality criteria/requirements & quality assurance measures?
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 customer wants to be informed and brought in?

risks & chances

Is the project doable?
Which uncertain events may occur during the project?
Which risks would endanger the project?
How will these risks be treated?
Which events would stimulate the project?

timeline & milestones   start date: _____ end date: _____

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)?
Which stages of progress would be a good reason to celebrate?
Are there dates for
- partial and interim results?
- visible and measurable successes?
- important/steering decisions?

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