

Product Canvas Template

Mission A brief statement about the product	Users The reasons of developing the products	Key Metrics Metrics to evaluate the goals
Target Customer In the early stage, based on customer demand, you should dig optional user and preferences users. Resources should be linked with target customer's subgroups, their needs, and problems to be solved.	Unique Value Proposition How a person should be affected by the unique selling points and (selectively) extra value. For what you want to expand: upgrade in basic feature or basic program feature. Customer Need Display customer need Or unique functions. Key Resources Internal resources: capital, patents, copyrights, and human resources etc. External resources: - background resources and relationships etc.	
Revenue Streams Paid downloads, participating for software that pays membership fees, and promotional charge etc.	Cost Structure Fixed costs & variable costs	