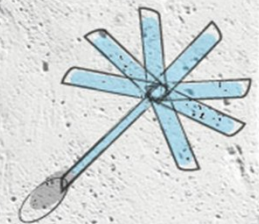


cocomore



AGILE PRODUCT CANVAS

Profile



Robert Gies

- Director Software Development
- Cocomore AG
- More than 25 years professional software development experience. Moderator of XING Scrum User Group Frankfurt.

▪ **Apple, Telekom, BMW, Daimler, Shell, Basf, Lufthansa, ...**



Agenda

- * About the Product Canvas
- * The Product Canvas sections
- * Sample Product Canvas
- * Create and update process
- * Steps to create the Canvas

About the Product Canvas

- * The Product Canvas wants to capture ideas and requirements
- * The Canvas describes the big picture and the product details
- * The Canvas is always present at the team room and helps to keep the goal in mind
- * The Canvas is designed to work with Scrum, Lean Startup, and Kanban processes

Product Canvas sections

