Product Vision Canvas

Vision

What is the overarching goal for creating the system?

Stakeholders

Who are the direct and indirect stakeholders of the system?

Tip:
Keep in mind the scales of citizen-service-city.

Stakeholder Needs

What problem does the system solve? What benefit does it provide? For whom?

Tip:
Don't just think of individual needs, but also of larger interests.

Product

What makes this system special? What sets it apart?

Tip:
Consider how this product can be differentiated on both the level of technology (how it makes use of data and machine learning) as well as ethics — how it acts as a responsible "participant" in city life, respecting people's rights.

Organisation Goals

How will the product benefit the organization (i.e. the municipality)?

Tip:
Think of ways in which the organization will know these goals are being met (i.e. metrics).