

The UNITE Project Design Canvas

Defining a project accurately is critical to its success. The Project Design Canvas is a visual tool that ensures you are addressing the most important components of your initiative and that you do so consistently.

A part of the Digital Leadership Digital Transformation Management Reference Content: #DL-MS-DTM-BBDI.
More information on this model is [available here](#).

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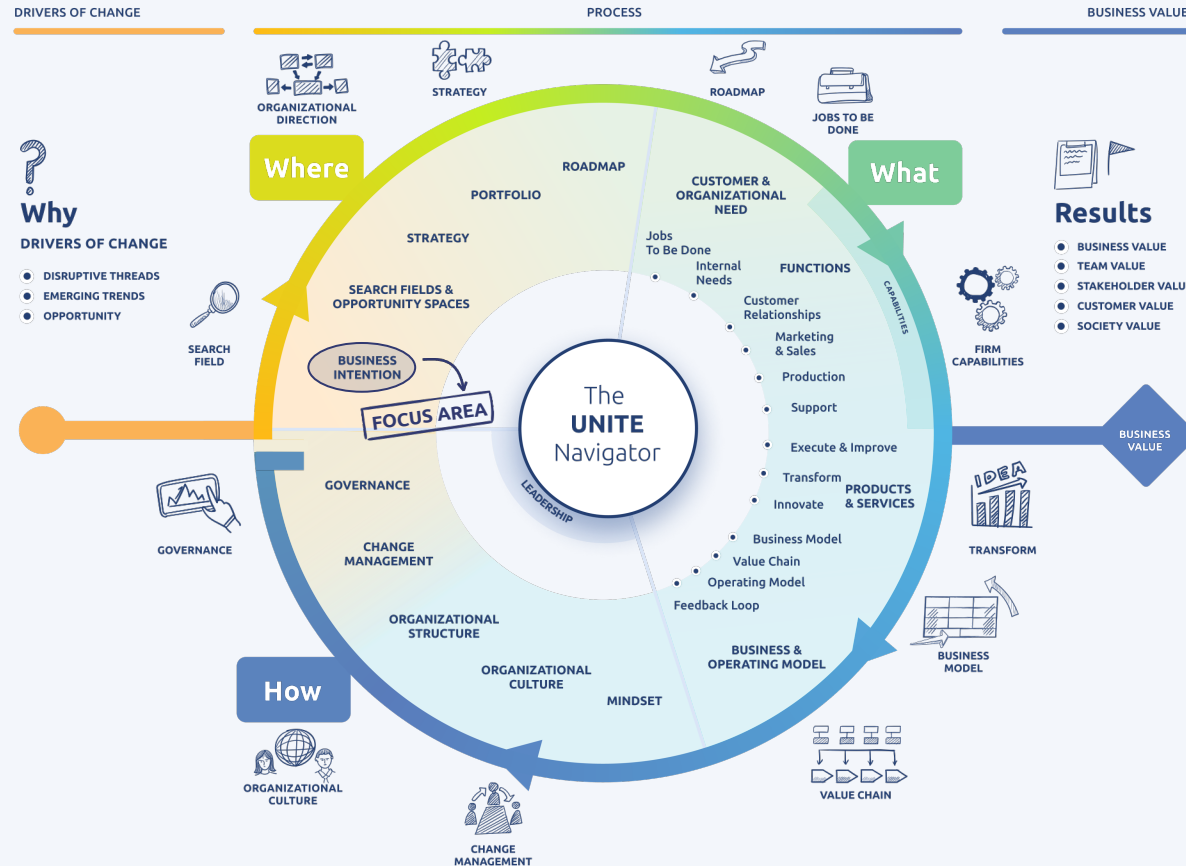
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THE UNITE NAVIGATOR – An overview and introduction to all UNITE models



- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > As part of today's presentation, we will focus on the *setup of a new initiative from a project management perspective..*

Background to the UNITE Project Design Canvas

Why we use it

The early stages of a project are critical in determining its success. Without proper planning, projects are doomed to failure. The Project Design Canvas ensures that proper consideration is given to all the important elements of a project before valuable resources are squandered. The Canvas is also a resource that helps keep projects on-track, on-task, and on-budget, throughout the project's lifespan.

How it works

The Project Design Canvas is organized into 6 big categories: the project direction, which the project stakeholders decide upon, the project strategy, it's resources, project planning as well as project control.

The Canvas takes a realistic look at everyone and everything potentially affected by a project, and what role they should have in the project's progress.

Importantly, the Canvas ensures that your project's boundaries and strategies are defined early on, and the document is used throughout the project's timespan as a reference, guide and can equally serve as a tool to step back and reflect on if the project is still on track.

The Project Design Canvas thus ensures that every project has a goal, a plan, and limitations to prevent so-called "project creep."

What is the goal

The Project Design Canvas is used to clearly **define a project's expectations and limitations** before investing valuable resources and to guide the team members until the project's completion.

THE UNITE **PROJECT DESIGN CANVAS**

PROJECT STAKEHOLDERS	PROJECT DIRECTION				RESOURCES	
 Final User	 Problem Statement		 Project vision		 People	
 Beneficiaries	<th>PROJECT STRATEGY</th>					PROJECT STRATEGY
 Stakeholders	 Desired Outcomes	 Goals & Objectives	 Approach & Roadmap		 Equipment & facilities	
	<th>PROJECT PLANNING</th>					PROJECT PLANNING
	 Key Assumptions	 Milestones	 Risks & constraints	 Timeline & phases		
<th>PROJECT CONTROL</th>						PROJECT CONTROL
 Budget			 Monitoring & Control			

> This is the empty version of the UNITE Project Design Canvas. We equally have a print-ready version available for you to get started with your team!

THE UNITE PROJECT DESIGN CANVAS

PROJECT STAKEHOLDERS	PROJECT DIRECTION		RESOURCES
Final User  › In whose hands will the project's end-product land?	Problem Statement  › Your Problem Statement should clearly explain the mechanics of the problem, why it's a problem to begin with, and how your project can successfully address that problem.	Project vision  › Describe the problem that needs to be solved. The vision describes the reason for the project. The vision statement is a formal document that sets.	People  › Who are they? How many are there? More importantly, what can they do? Consider the skills they use at their job every day, but also the hidden, untapped skills they also have.
PROJECT STRATEGY			
Beneficiaries  › Who will get the biggest advantages from your new product? Think of customers as well as members of your team, who could see financial gains and otherwise from the project's completion.	Desired Outcomes  › Define the main project outcomes and divide them into manageable sections and tasks. These should cover all the tasks and activities you will carry out during the project.	Goals & Objectives  › Define the overall goals of the project on a high-level and break them down to more detailed objectives. › The project goals and objectives are visible and measurable. An objective pays towards solving a problem.	Approach & Roadmap  › Create a list of functions and a timeline for when duties will be completed. This will give you some idea of how to answer resources questions going forward.
PROJECT PLANNING			
Stakeholders  › Identify the stakeholders interested in the success of the project. Involve them in project communication and ensure that they are engaged through feedback loops.	Key Assumptions  › How can your team verify these assumptions? Are there certain key assumptions that must be true, and remain true, in order for your project to be successful?	Milestones  › The milestones give the delivery performance a temporal structure and show possible dependencies. More specific than earlier roadmaps, you are now taking risks and assumptions into account.	Risks & constraints  › Look for anything that might stand in the way of completing the project. Risks and constraints in terms of time, money and resources should be identified to name the factors that may affect the success of the project. Engage with the relevant teams and stakeholders to mitigate these issues before the project begins.
Timeline & phases  › Arrange the project outcomes on a timeline. The milestones give the delivery performance a temporal structure and show possible dependencies.			
Equipment & Facilities  › Consider the kind of hardware and software you'll need for your project. Is it already on hand? Do you have the financial resources to pay for it?			
PROJECT CONTROL			
Budget  › The budget defines the financial resources needed for the implementation of the project. Costs are allocated to each of the project criteria in a budget. Creating a project budget is about formally allocating financial resources to the project.		Monitoring & Control  › Define the criteria for the success of your project and create a list of standards against which you can assess whether the outputs, deliverables and finished results will be met. Determine who is responsible for approvals and what procedures to follow for successful approval.	

- › This version provides guiding questions which you may consider when filling out the canvas.
- › There is no specific fill order, so we typically suggest starting with the project direction and the project stakeholders.

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Over 20 multi-million Euro & Dollar projects, 14 years abroad living in 11 countries, research and lectures at numerous European universities, 18 startups either co-founded or invested in, setup of over 20 companies, led over 1.000 workshops, numerous awards and always new impulses – this is Stefan F. Dieffenbacher. Led large scale projects & programs with multi-million-\$ impact for: BMW, BNP Paribas, Deutsche Telekom, Epson, Etihad Etisalat, Hubert Burda Media, IBM, Jaguar, Linde, Mobily, o2, Pfizer, Sapient, Sky, VNG, Vodafone, and others.

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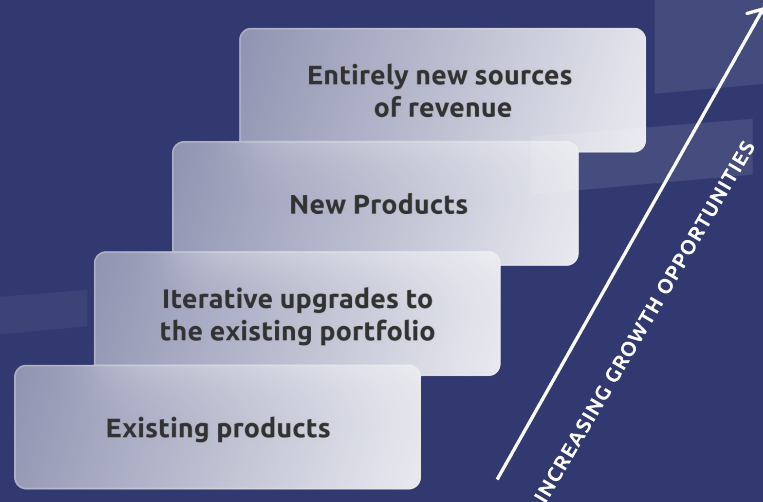
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Discover our Digital Transformation Practice

Digital transformation is an art few manage well



Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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Digital Leadership is a strategy-execution firm built on strong and innovative values. We support our customers in strategizing, building and securing their future through the creation of fully digitally enabled, and extraordinarily successful, products and businesses. Our agile, lean, fast-track business setup, coupled with access to an extensive pool of highly specialized and trusted resources, allows for ideating and building in an effective and meaningful way.

Shared goals are the cornerstone of our customer approach. To date, our team has successfully led 74 projects with numerous global players across all industry sectors, ranging from \$50,000 projects to \$100 million programs. But helping our customers' build their futures is not enough. We are committed to changing the world through the sharing of powerful innovation and transformation practices. Join the UNITE movement and help us start an innovation revolution.



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Do you want to share your knowledge as well?

Share my knowledge with the world!