

THE UNITE PROJECT DESIGN CANVAS

PROJECT STAKEHOLDERS Final User › In whose hands will the project’s end-product land? 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. 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.	PROJECT DIRECTION 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.				RESOURCES 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 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.				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 PLANNING 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.				
	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.				