










# Information Product Canvas

Information Product Name

Date:

Version:

<p><b>Outcomes / Actions</b> </p> <p>List of expected business outcomes or actions taken which will be achieved using this Information Product.</p> <p><b>Examples:</b>          Improve throughput by reallocating resources in a more effective way, reducing costs          Identifying new markets to enter, increasing revenue          Identifying fraudulent transactions to reduce organisational brand risk</p>	<p><b>Vision</b> </p> <p>Provides an overarching sentence which describes this Information Product.</p> <p>For</p> <p>Who</p> <p>The</p> <p>That</p> <p>Unlike</p>	<p><b>Persona's</b> </p> <p>Who are the target type of users of this Information Product.</p> <p><b>Examples:</b>          Board Member          Senior Manager          Consumer          Analyst          Data Scientist</p>	<p><b>Type</b> </p> <p>Which output patterns will be delivered by this Information Product</p> <p><b>Data SLA</b> </p> <p>How often does data need to be refreshed for this Information Product.</p>
<p><b>Business Questions</b> </p> <p>List of business questions which can be answered using this Information Product.</p> <p><b>Examples:</b>          How many invoices are overdue?          What is the total value of the invoices overdue?          How much cash will the organisation have in the bank at the end of today?</p>		<p><b>Core Business Events</b> </p> <p>Describes the business events that capture data which are required to be available within this Information Product.</p> <p><b>Examples:</b>          Customer Orders Product          Supplier Submits Product          Customer Returns Product</p>	
<p><b>User Stories</b> </p> <p>As a <input type="text"/> I Want <input type="text"/></p> <p>As a <input type="text"/> I Want <input type="text"/></p> <p>As a <input type="text"/> I Want <input type="text"/></p>		<p><b>The Information Product Will / Won't</b> </p> <p>Describes what is in scope and out of scope for this Information Product.</p>	