NAME	VISION	GOALS AND OBJECTIVES	METRICS	FEATURES
[Product Name]	[Product Vision Statement]	[Themes] **Customer**　　　　　**Business**		

STAKEHOLDERS

[User Roles, Personas, etc.]

[Role]

[Role]

[pic]	User Role: Profile	Usage Scenario, Day in the Life
Name	Concerns, Goals:	

[Persona]

ASSUMPTIONS

[Metrics]

Value Hypotheses

Growth Hypotheses

Other

SKETCH PAD

[Visualizations: User Experience, Experience Journeys, User Journeys, Process Workflows, Wireframes, Prototypes, Charts, Tables, Sketches, etc.]

OFFSTAGE STAKEHOLDERS

NONFUNCTIONAL REQUIREMENTS

Product Portrait Template (adapted from Pichler's Product Canvas)