

PROJECT:

TEAM:

# 1 STAKEHOLDER CANVAS

## STAKEHOLDER

Who are the stakeholders of the project? Be as specific as possible.  
*Example: Supervisor, University, User, Professors, Client representative.*

## ROLES & NEEDS

How are these stakeholders connected to the project? What value do they provide?  
*Example: Is the user/consumer of the outcome, needs to be kept up to date, provides key insights, reviews/evaluates deliverables.*

## VALUE

What value do we aim to create for each stakeholder through the project?  
*Example: good image for the university/program, solution to the problem,*

## ENGAGEMENT

How do we plan to engage our stakeholders? Map out specific actions that need to be taken.  
*Example: Set up bi-weekly meetings, weekly briefings, compensate with movie tickets,*

## ASSUMPTIONS

What assumptions do we have about the stakeholders? What do we need to find out?  
*Example: Specific expertise area, demographic of users,*

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# 2 GOALS & OUTCOMES

Goals, physical outputs and intangible outcomes. Does not include working documents.

## GOALS & OUTCOMES

What are the desired outputs of the project? What major components need to be created?

*Example: a product/strategy, customer/user insights, x number of solutions*

←  
Crucial

## VALUE

What value do these outcomes create? Why are they important?

## METRICS

How can the performance of these outcomes be measured?

## SUCCESS FACTORS

What will it take to make the project a success? Consider your team, skills, communication, timing, etc.

## RESOURCES

What might prove to be good resources for the project? Consider valueable contacts, physical spaces, specific skillsets, etc.

## CONSTRAINTS

What are the limitations or requirements that directly affect the project? Consider deliverables, activities, budget, laws and regulations, etc.

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# 3 TIMELINE & ACTIVITIES

Map out the rough progress of the project. This is not set in stone but it should give an idea and keep track of what to expect from the team and stakeholders.

## MILESTONES

External dates and events that frame the project.

### External

Non-flexible  
Example: Deliverables, Presentation dates, etc.

## GOALS

Internal goals that need to be reached in order to complete the milestones. (Agreed on by the team)

### Internal

Flexible  
Example: Finish an interview phase

What activities should be done in order to reach this goal?  
Example: develop questions, Finish report layout

## PRIMARY STAKEHOLDERS

What is needed from the stakeholders for the specific milestones and goals?

Role:

Activities:

Role:

Activities:

Role:

Activities:

## ASSUMPTIONS

What assumptions is the blueprint based on?  
What do we need to find out?  
What happens if those assumptions are wrong?
