

CUSTOMER FORCES CANVAS v3

CUSTOMER:

1. PUSH (motivation for progress)

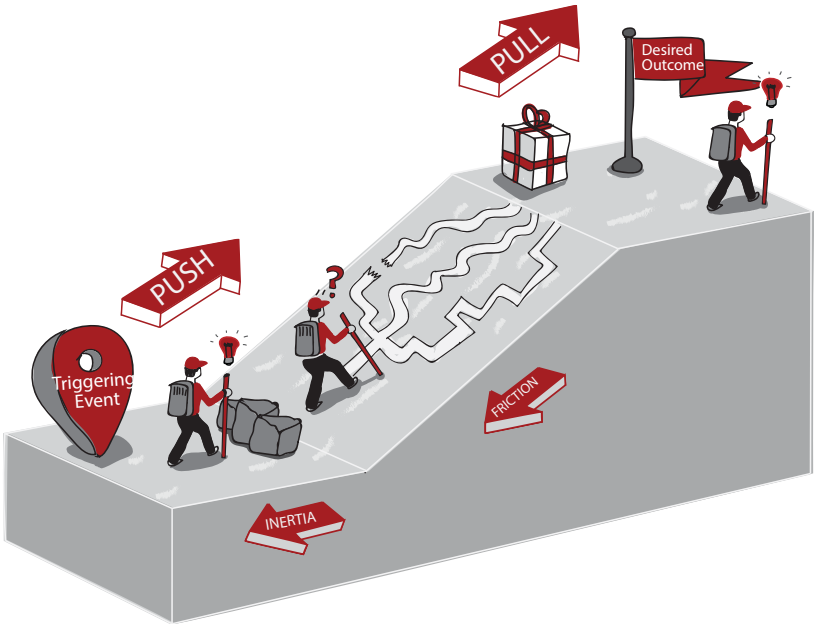
TRIGGERING EVENT(S)	DESIRED OUTCOME
EXISTING SOLUTION (IF ANY)	WHAT'S AT STAKE?

2. PULL (attraction of the chosen solution)

CONSIDERATION SET	CHOSEN SOLUTION
UNIQUE VALUE PROPOSITION	CHANNEL / PRICE

3. INERTIA (resistance during selection)

HABITS
ANXIETIES



5. WHAT'S NEXT?

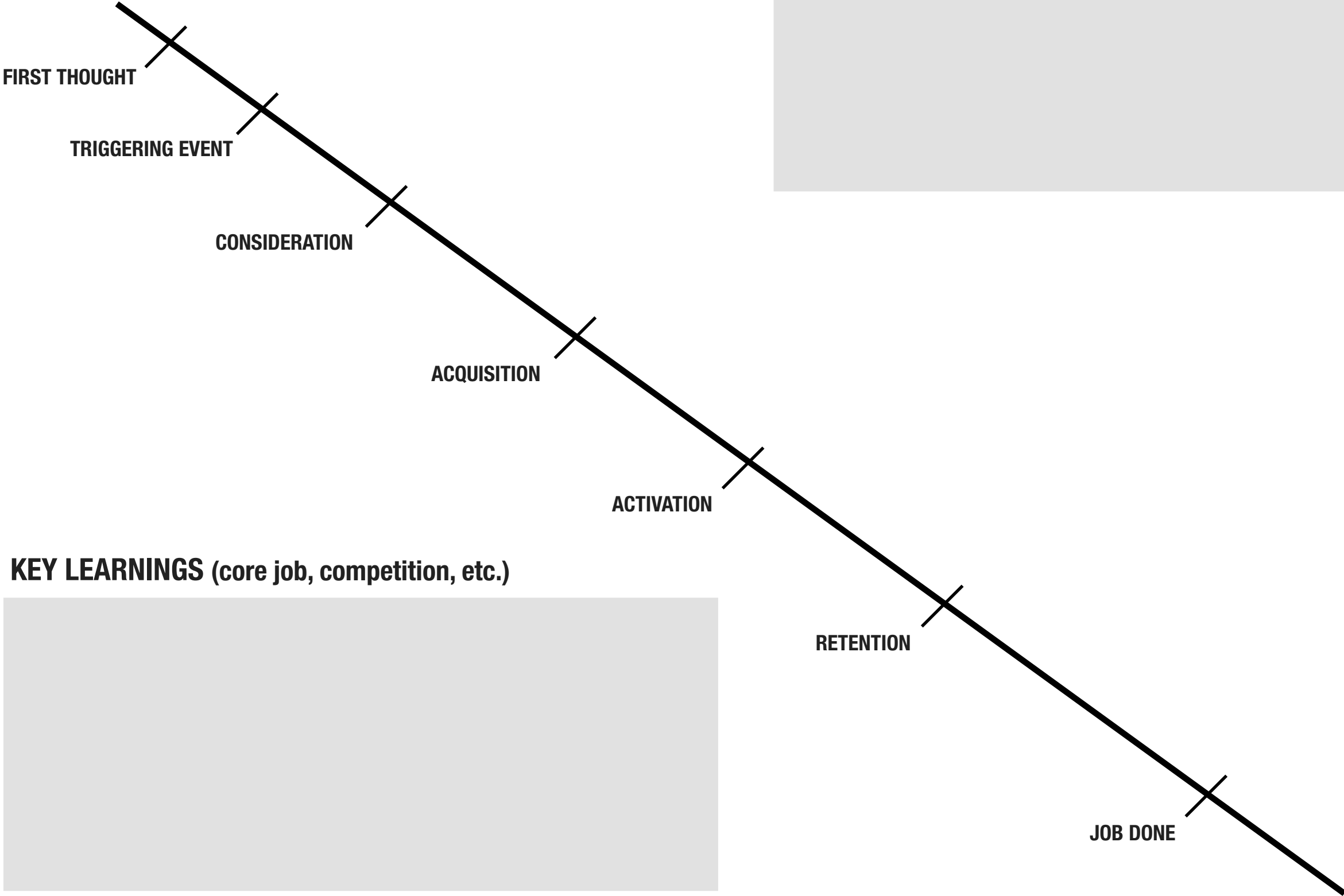
ACTUAL OUTCOME	NEXT SUMMIT
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4. FRICTION (resistance during usage)

HABITS
ANXIETIES

CUSTOMER TIMELINE

CUSTOMER DETAILS (name, title, role, etc.)



KEY LEARNINGS (core job, competition, etc.)