

Product Canvas™

<p>Customer Segment</p> <p>For whom are we solving a problem? For whom are we creating value?</p>	<p>Problem</p> <p>What is the top problems faced by our target Customer Segment?</p>	<p>Unique Value Proposition</p> <p>How are we uniquely going to solve our customer's problems or satisfy their needs? A single, clear, compelling message that states why you are different and worth buying.</p>	<p>Solution</p> <p>What are the primary ways we are going to solve the problem faced by our Customer Segment?</p>	<p>Key Success Factors</p> <p>How will we measure success? What key metrics are we trying to move?</p>
<p>Early Adopter:</p> <p>Who is a potential early user of the solution?</p>	<p>Existing Alternatives</p> <p>How are they solving the problem today?</p>	<p>Channels</p> <p>How will we get (acquire), keep (retain) and grow (sell more to existing) customers? Get/Acquire: How will we drive awareness, interest, activation, usage? Keep/Retain: How will we keep customers coming back? Grow: How will we up-sell/cross-sell customers, encourage referrals?</p>	<p>Key Stakeholders</p> <p>Who are the most important stakeholders whose buy-in we need? Which executives do we need to convince? Who will be our executive champion? Who are the key influencers to these stakeholders? Who else do we need to include in our coalition-of-the-willing?</p>	<p>Key Resources & Partners</p> <p>What are the critical internal and external resources we need to deliver the solution to the customer?</p>
<p>Revenue/Business Value</p> <p>What is the business value of delivering the product/service/capability? (E.g., drive revenue, save money, increase CSAT, competitive differentiator, market positioning, etc.)</p>		<p>Cost Structure</p> <p>What are most important costs inherent in our product model? Which Key Resources are most expensive? Which key activities are most expensive – product development, marketing, customer support?</p>		

MARKET/CUSTOMER

PRODUCT/BUSINESS

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Customer Segment Early Adopter:	Problem	Unique Value Proposition	Solution	Key Success Factors
	Existing Alternatives	Channels	Key Stakeholders	Key Resources & Partners
Revenue/Business Value		Cost Structure		

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