

# Customer Insight Canvas

## Customer Segment

Who is your customer? If necessary, differentiate between the decision maker, payer, user and influencer.

## Jobs to be done

Describe what the target group wants to get done. What is the purpose of the action?

ON

## Trigger

What are the triggers to get started with the job to be done? How often does it happen?

OFF

## Barriere

What are the barriers that could have led (or led to) not getting started with the job to be done at all?

## Alternative #1

Which alternative solution is used to get the job done? Analyse one here.

What does the alternative solution cost?



## Your solution

Compare the alternative solutions with yours.

What does your solution cost the customer?



## Alternative #2

Which alternative solution is used to get the job done? Analyse one here.

What does the alternative solution cost?



## Search

How does the target group come into contact with this alternative? Where and when do they find this alternative?



## Search

How does the target group come into contact with your solution? Where and when do they find it?



## Search

How does the target group come into contact with this alternative? Where and when do they find this alternative?



## Pains

What are the disadvantages of this alternative?



## Gains

What are the benefits of this alternative?



## Pains

What are the disadvantages of this solution?



## Gains

What are the benefits of this solution?



## Pains

What are the disadvantages of this alternative?



## Gains

What are the benefits of this alternative?