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| **Product Name:**  **Date:**  **Version:** |

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| **CUSTOMER SEGMENT:** | **PRODUCT OR SERVICE:** |

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| **Characteristics & jobs to be done:**  WHO are the typical customers and what jobs are they  hoping to get done? | **< >** | **Alternatives:**  WHAT approaches are your customers currently taking to get  the job done and what tools are they using? |
| **Problems & needs:**  WHY do your customers need to use your product or service  in order to get their jobs done? | **< >** | **Key features:**  WHICH essential features must your product/service have to  meet your customers’ needs and solve their problems? |
| **Channel:**  HOW will your customers find and buy your product or  service? | **< >** | **Value for the channel:**  WHAT value will your channel get by offering and selling your  product or service? |
| **User experience:**  WHAT do your customers do with the product to get real  value? | **< >** | **Key metrics:**  WHICH metrics will you use to measure the value your  customers are getting (e.g. revenue, rate of acquisition) |

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