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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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