THE BUSINESS
MODEL ANALYST

PRODUCT-MARKET FIT CANVAS

PRINT and DESIGN your CANVAS

Product-Market Fit Canvas

Designed for:

Designed by:

Date:

Version:

CUSTOMER SEGMENT:

Characteristics & jobs to be done

WHO is the typical customer for your product/service and what job(s) he/she is typing to get done?

Problems & needs

WHY do your customers need to use yout product/service in order to get their job(s) done?

Channel

HOW go your customer acquire your products/services?

User experience

WHAT dos your customer do with the product to get real value?

PRODUCT OR SERVICE:

Alternatives

The approach(es) your customer is currently taking to get their job(s) done, including the tools they are using

Key features

The essencial elements that yout product or service must have to meet your customers' needs and solve their problem

Value for the channel

The value your channel will get by offering and selling your product

Key metrics

The key to measure to know if your customer is getting real value. These key metrics will help to know if you've achieved Product-Market Fit

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GOOD LUCK

with your product-market fit canvas!

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