Persona Canvas

Negative Trends
Negative trends from the environment

Positive Trends
Positive trends from the environment

Headaches
Professional and work related issues

Opportunities
Professional and work positive outcomes

Fears
Personal issues

Need
What does this person really want?

Name _ _ _ _ _ _ _ _ _ _

Role _ _ _ _ _ _ _ _ _ _

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Context Map Canvas

Demographic trends
Look for data on demographics, education, employment. Are there big changes that will impact your business?

Rules & Regulations
Are there trends in rules and regulations that will impact your business in the near future?

Economy & Environment
What are trends in the economy and in the environment that will impact your business?

Competition
What trends do you see among your competitors? Are there new entries?

Your Company

Technology trends
What are the big technological changes that will impact your business in the near future?

Customer needs
What are the big trends in customer needs? How do the expectations of customers develop in the near future?

Uncertainties
Do you see any big uncertainties? Things that can have a big impact, but it's unclear how or when?

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Customer Jurney Canvas

● **Customer Needs**
What are the customer's
basic needs at this moment?

● **Key moment**
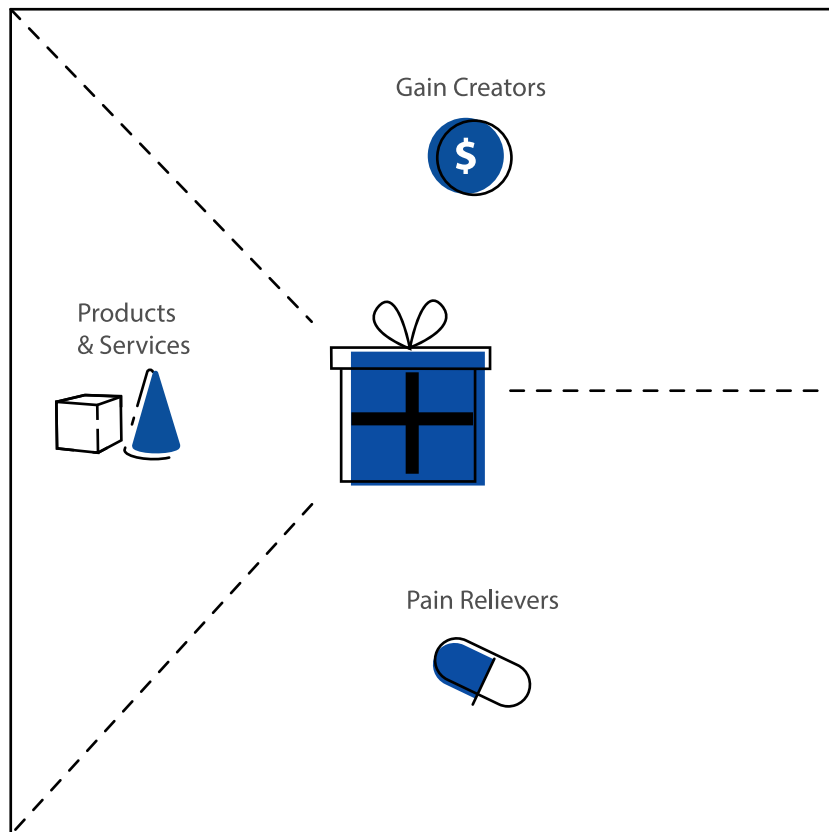What does the snapshot
picture of this moment
look like?

● **Customer satisfaction**
How satisfied is the customer
at this moment?

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The Value Proposition Canvas

Value Proposition

Customer Segment

Gain Creators

Products & Services

Pain Relievers

Gains

Customer Job

Pains

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