

The Product/Market Fit Canvas

Designed by:

On:

CUSTOMER SEGMENT:

PRODUCT OR SERVICE:

Characteristics & jobs to be done

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



Alternatives

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

Problems & needs

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



Key features

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

Channel

HOW do your customers acquire your products/services?



Value for the channel

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

User experience

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



Key metrics

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

Co-created by a group of innovation practitioners from all around the world. Further information at www.productmarketfitcanvas.com



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