

PRODUCT-MARKET FIT CANVAS



CUSTOMER SEGMENT: _____

PRODUCT/SERVICE: _____

CHARACTERISTICS & JOBS TO BE DONE

Who is the typical customer for your product/service and what job(s) are they trying to get done?



ALTERNATIVES

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

PROBLEMS & NEEDS

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



KEY FEATURES

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

CHANNEL

How do your customers acquire your product/service?



VALUE FOR THE CHANNEL

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

USER EXPERIENCE

What do your customers do with the product to get real value?



KEY METRICS

The key measure to know if your customers are getting real value. These key metrics will help you know if you've achieved Product-Market fit