

# The Product/Market fit canvas

Assess how well your product fits the needs and wants of the customer before you focus on scaling and growth.

Title:

Date:

Version:

## CUSTOMER SEGMENT

### 1. Characteristics & jobs to be done

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



### 2. Problems & needs

WHAT are the problems of your customers that you are trying to solve, or what are the needs that you are trying to address?



### 3. Channel

HOW and where will your customer acquire your product?



### 4. User experience

WHAT will the customer journey look like and what does your customer do with the product to get real value?



## PRODUCT

### Alternatives

What services are they currently using to get their job done, I.e.: who are you competing against to get this customer

### Key features

What are the key features of your product that sets it apart from the competition, and actually meets customers needs?

### Value for the channel

How effective is the means of distribution of your product?  
The value your channel will get by offering and selling your product (pricing strategy)

### Key metrics

How will you track and measure success?  
I.e.: retention rate, referrals (WoM), time per session, NPS, churn rate, social media followers, growth rate, sales, market share

