

# Customer journey canvas

Using a product or service is (usually) only a means to an end. What end is that?  
What steps is your customer taking before, during, and after?

Which customer?

## Customer needs

What goal is your customer trying to accomplish? When do they experience a need for your solution?

## Key moments

What does each moment look like?  
How will your product or service help?  
Sketch each scene on a post-it note.

## Feelings

How satisfied is your customer at each moment? Which moments add value and set your solution apart?