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 roach(es) your customer is currently taking to get eir 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?	A	<>		Key features elements that your product or service must have st 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	\odot			Key metrics

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





to get real value?







WHAT does your customer do with the product

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