

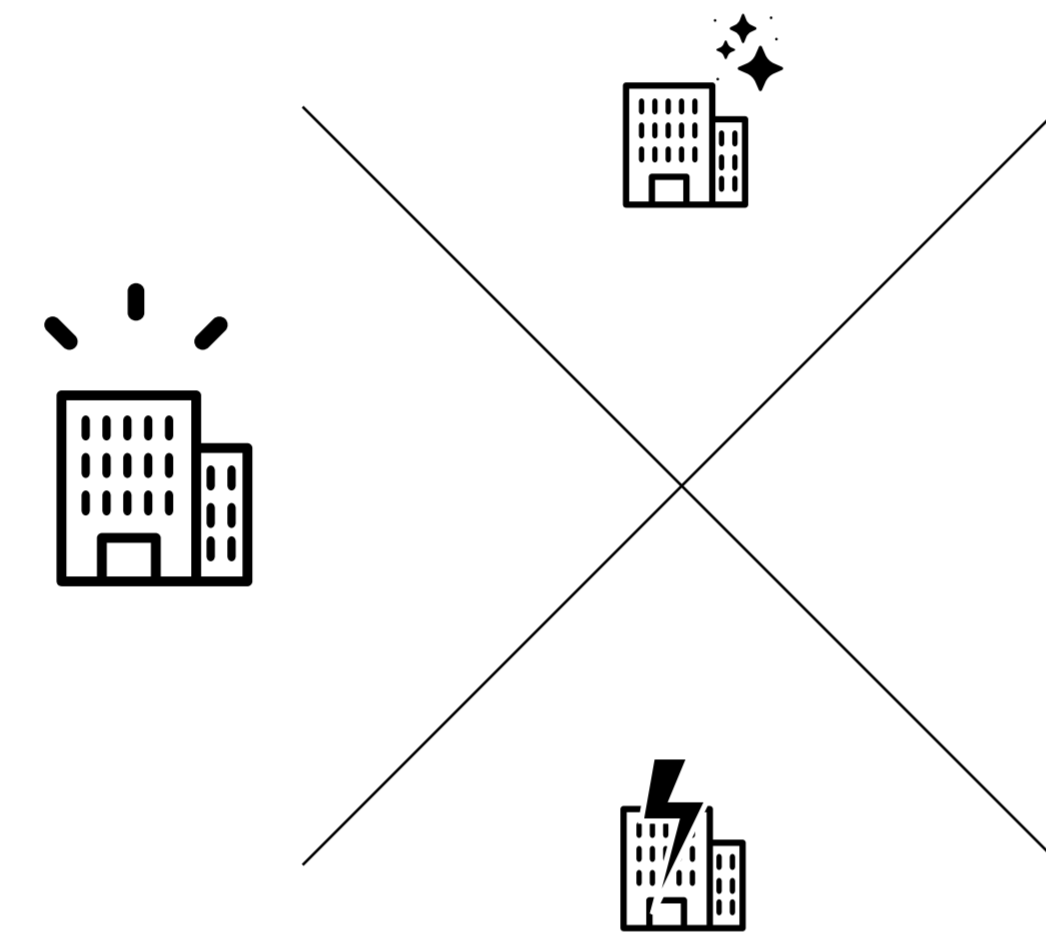
B2C Experience Canvas

Aligning business & customer needs to create value

Substitutes for the Consumer
 Competitors and alternative behaviors



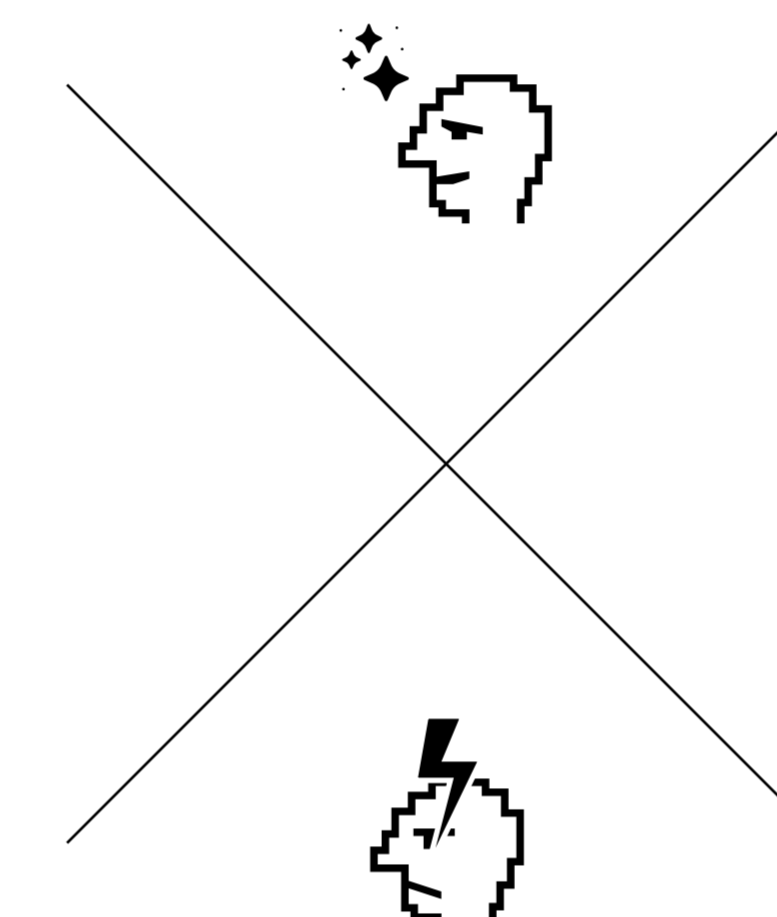
Corporate Strengths and Differentials



Jobs that Corporate needs to get done
 Needs and goals from the corporate side

Corporate Weaknesses and Pains

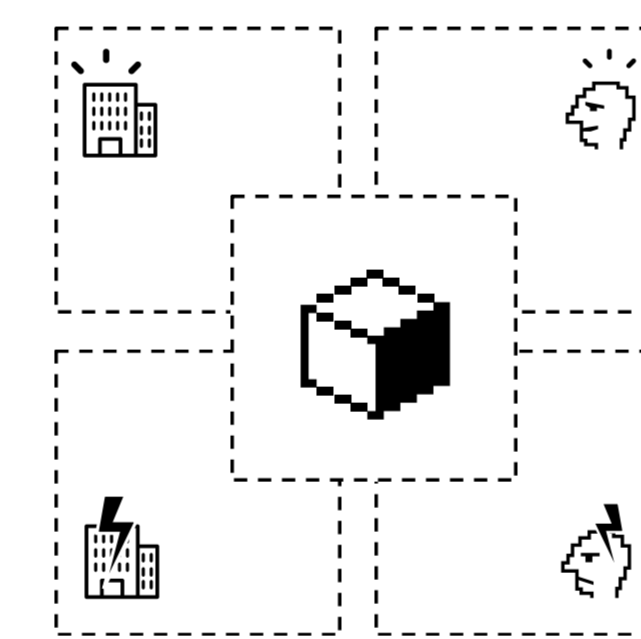
Emotions triggered when the needs are met



Jobs the Consumer needs to get done

Emotions triggered when the needs are unmet

Features



A great feature tends needs and pains from end customers and corporate. Alignment between the parties is also an outcome.

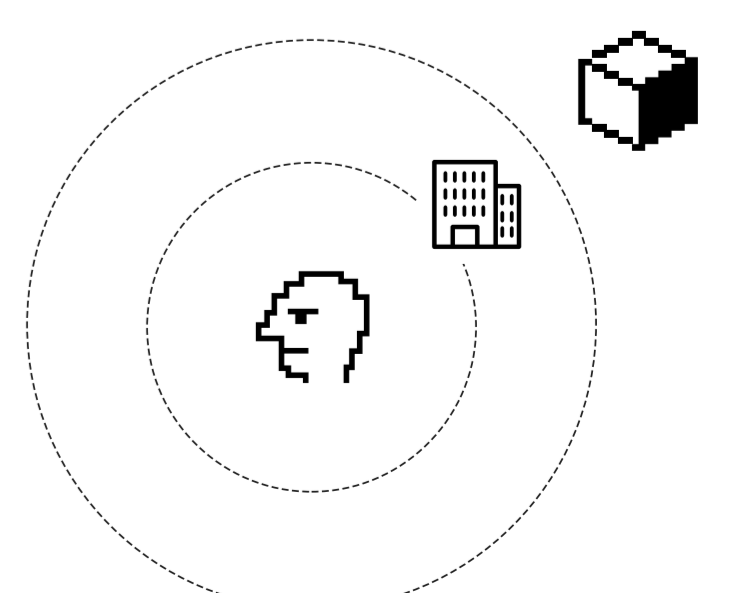
Value Proposition for Corporate Customer Synthesis



Value Proposition for End Customer Synthesis

Shared Value Proposition Synthesis

Alignment
 Customer-Corporate-Features



Client:
Target audience: