



# Know Your Customer - Canvas

The Customer Canvas is a tool to help you describe your customer in detail. Fill one out for each customer profile. Your entire organization should be able to describe your best customers and how this supports your revenue generating strategy in the same way.

## FIRST

CUSTOMER DESCRIPTION	PAINS/DESIRES	BUYING HABITS	WHAT WE KNOW	WHAT WE NEED TO LEARN
Describe your customers in detail in 30 seconds. Use your voice recorder to help capture your tone and emotion, then write it down here.	Describe their greatest frustrations or pain points.	Describe how your customer finds, researches, and purchases your products or services.	Describe the data or information you already have that validates your customer.	Describe the data or information you would love to have about your customers that you currently do not.

## NEXT

DECISION MAKERS?	CONTENT	CHANNELS	WHERE IS THE DATA?	CUSTOMER INTERVIEWS
Is the user of your products/services the buyer?	Describe the stories that work best for your customers?	What channels work best for telling your story?	Where is the data you currently have? Spreadsheets, harddrives, CRM?	Describe your interview strategy. What customer type would you prioritize for your interview strategy this quarter?