

# CUSTOMER FORCES CANVAS

## 1. PUSH (motivation for progress)

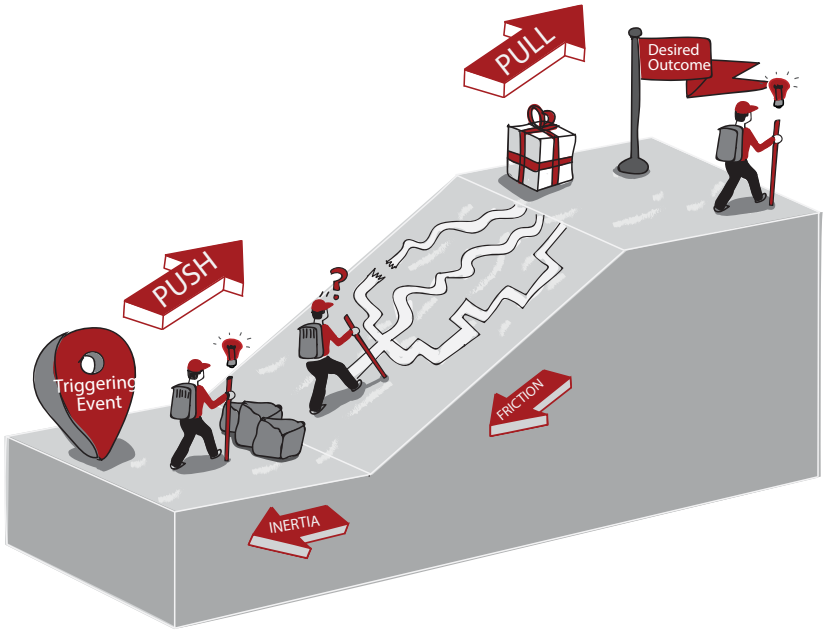
TRIGGERING EVENT(S)	DESIRED OUTCOME
EXISTING SOLUTION	WHAT'S AT STAKE?

## 3. PULL (attraction of a new way)

CONSIDERATION SET	CHOSEN SOLUTION
UNIQUE VALUE PROPOSITION	CHANNEL / PRICE

## 2. INERTIA (comfort in the old way)

OLD HABITS / FAMILIARITY
SWITCHING COSTS



## 4. FRICTION (resistance of the new way)

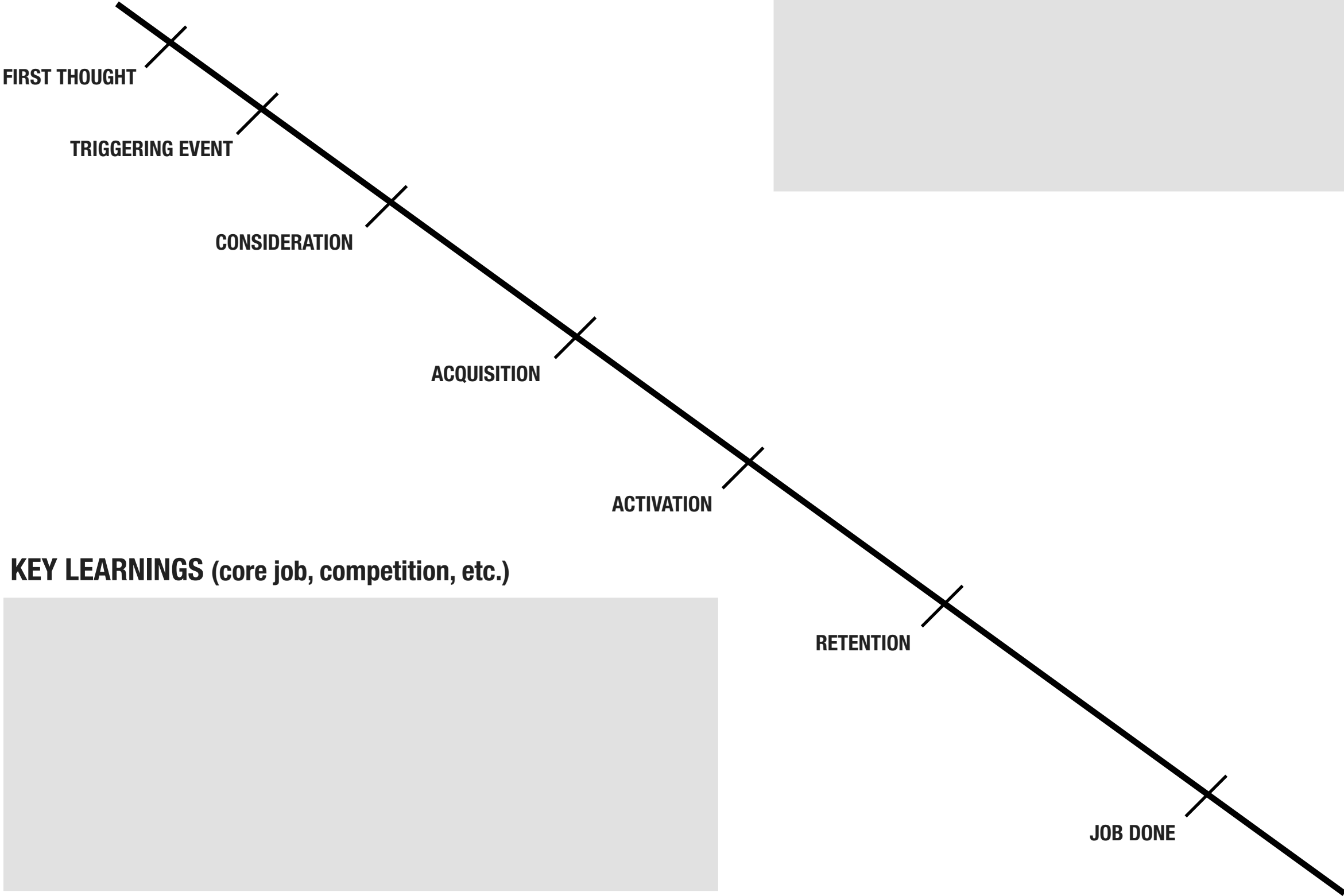
ANXIETIES / UNCERTAINTY
NEW HABITS

## 5. WHAT'S NEXT?

ACTUAL OUTCOME	NEXT SUMMIT
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# CUSTOMER TIMELINE

CUSTOMER DETAILS (name, title, role, etc.)



KEY LEARNINGS (core job, competition, etc.)