

Product Pyramid Canvas

Made for:

Made by:

Date:

Version:

PURPOSE

What is your product for? What does it do for customers?

BENEFITS

What are the small set of reasons that customers are better off after using your product? Why do they choose and use your product over the competition?

JOURNEY

How do customers experience your product, and get the benefits (above)?

What are the key moments that show success for the product and/or the customer?

FEATURES

What features support this journey?



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