**CUSTOMER-FOCUSED CANVAS TEMPLATE for Microsoft Word EXAMPLE**

Fill out the template using the instructions below to help you focus on understanding and meeting the needs of your customers.

**10**

Investment in charging station infrastructure, technology development and maintenance, marketing, and customer support.

COST STRUCTURE

KEY RESOURCES

A network of strategically located charging stations, advanced charging technology, and dedicated customer support team.

**9**

CUSTOMER FEEDBACK

Sending customer surveys via email and the app on a regular basis, creating and monitoring a feedback section on the website, and monitoring our social media channels.

**8**

CHANNELS

**7**

A mobile app for locating and accessing charging stations, an online platform for account management, and a customer service hotline.

**6**

Building loyalty through a user-friendly mobile app, responsive customer service, and community engagement.

CUSTOMER RELATIONSHIPS

Providing fast, eco-friendly, and widely accessible EV charging solutions.

This includes innovative technology for efficient fleet charging management.

**5**

VALUE PROPOSITIONS

CUSTOMER GAINS

**4**

Quick and easy access to charging, affordable and transparent pricing, and enhanced charging technology.

CUSTOMER PAINS

**3**

Difficulty finding available charging stations, long charging times, and inconsistent pricing and quality.

CUSTOMER JOBS

**2**

Seeking convenient, fast, and reliable EV charging solutions; seeking an EV charging solution that can manage fleet charging efficiently.

CUSTOMER SEGMENTS

Individual EV owners, commercial EV fleets, and residents of urban areas with limited charging infrastructure.

**1**

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