**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=10504&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Customer+Focused+Canvas-word-10504&lpa=Blank+Customer+Focused+Canvas+word+10504)CUSTOMER-FOCUSED CANVAS TEMPLATE for Microsoft Word**

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

**10**

Outline the main costs involved in maintaining a customer-focused approach, including costs related to marketing, customer support, and product/service delivery.

COST STRUCTURE

KEY RESOURCES

Identify the essential resources required to deliver your value proposition to your customers.

**9**

CUSTOMER FEEDBACK

Set up a system or method for collecting and analyzing feedback from your customers.

**8**

CHANNELS

**7**

Describe how you will reach and communicate with your customers, including marketing, sales, and distribution channels.

**6**

Define the nature of the relationship you aim to build with each customer segment, such as personal assistance, self-service, or automated interactions.

CUSTOMER RELATIONSHIPS

Clearly state how your product or service addresses customer pains and contributes to customer gains.

**5**

VALUE PROPOSITIONS

CUSTOMER GAINS

**4**

List the benefits or positive outcomes your customers are seeking.

CUSTOMER PAINS

**3**

Note the challenges or problems your customers face in achieving their goals or tasks.

CUSTOMER JOBS

**2**

Describe what tasks your customers are trying to accomplish or what needs they are trying to meet.

CUSTOMER SEGMENTS

Identify and list the specific groups of customers your business targets.

**1**

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