Canvas #04
Customer needs analysis

Designed by: *Mark Spencer, VP Marketing Gym Sports*
Date: _____*May 15*_____

What resource do they need to perform their task?

Gym clothes
Motivation
Budget to pay the membership
Walk to the gym

What do they try to deliver?

A fit body
A healthy condition

What frustrations do they experience?

Crowded place
Anonymous environment
Lack of motivation
Not sure price and efforts are worth it

Lack of time
Vanishing motivation

What constraints do they face? (time? budget? distance? legal? etc.)

Better physiological performances (stronger cardio, smaller waist size, bigger muscles, ...)
Better sport performance (running a longer distance, lifting more weights...)

What KPIs to measure success?