| Canvas #04   | Designed by :                                | Date : / /              |
|--|--|-------------------------|
| CUSTOMER NEEDS ANALYSIS                                    |  |                         |
| What resources do they need to perform their tasks?        | What do they need to deliver? (me            | ntion KPIs if relevant) |
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|  |  |                         |
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| What frustratio  | ns do they experience?                       |                         |
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| What constraints do they face? (time? distance? budget? le | egal? etc.) What rewards do they expect from | it?                     |