Current User Situation Canvas

Objective

Analyze with the team the current user situation in order to identify pain points,customer journey and value generators that set a base for redesigning an experience.

Instructions

1. Fill each quadrant in teams.
2. Conglomerate similar ideas.
3. Draw conclusions and prioritize information.

User pain points

User value generators

Surprising insights

Ideal Customer Journey

01. Name of the stage

Enter the customer's main activities, when acquiring or interacting with your product or service.

02. Name of the stage

Enter the customer's main activities, when acquiring or interacting with your product or service.

03. Name of the stage

Enter the customer's main activities, when acquiring or interacting with your product or service.