





PROTOTYPE CANVAS



<p> CUSTOMER PROMISE</p>	<p>STEP 1</p>	<p>STEP 2</p>	<p>STEP 3</p>	<p>STEP 4</p>	<p> CUSTOMER'S JOB-TO-BE-DONE</p>
	<p>ALTERNATIVE</p>	<p>ALTERNATIVE</p>	<p>ALTERNATIVE</p>	<p>ALTERNATIVE</p>	
<p> KEY FEATURES</p>	<p>THE EXPERIENCE Why can't we skip this step?</p>	<p>THE EXPERIENCE Why can't we skip this step?</p>	<p>THE EXPERIENCE Why can't we skip this step?</p>	<p>THE EXPERIENCE Why can't we skip this step?</p>	<p> CUSTOMER'S BENEFIT(S)</p>