

Features

What the product is or properties it has
Which of the customers problems it solves
The products specifications and functions

Jobs

Primary job that needs to be solved
Secondary job that needs to be solved
Objective functional customer demands

Advantages

How the product delivers an advantage
How the product helps the customer achieve a feeling or status
The problems which the product solves

Feelings

Subjective functional customer demands:
Personal dimension which creates an intrinsic emotion
Social dimension which creates an extrinsic status

Benefits

How the product yields benefits
Why the product makes the customer's life easier
The difference the product makes for the customer

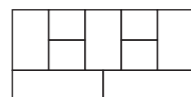
Prize

Practical gain that is better or faster
Economic gain that makes or saves money
Emotional gain that creates a feeling
Psychological-social gain that cares to the ego

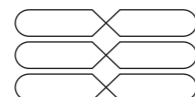
Inspired by "FAB model" and "Jobs-To-Be-Done" by Clayton Christensen



Branding Canvas Story



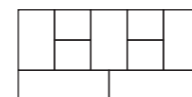
Branding Canvas Position



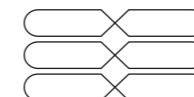
Branding Canvas Identity



Business Canvas Innovation



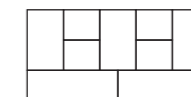
Business Canvas Value



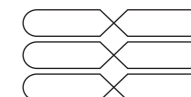
Business Canvas Needs



Marketing Canvas Persona



Marketing Canvas Channels



Marketing Canvas Campaign