

# User Interaction Canvas









Product or Service:

Date:

PERSONA:

STAGE:

TOUCHPOINT:

<b>Goal (JTBD)</b> I want / need to... 	<b>Evidence</b> I will know I am able to reach this goal / this is job is done as demonstrated by... 	
<b>Motivations (Gains)</b> I am compelled to or am encouraged by getting this done because... 	<b>Features</b> What enables me to accomplish this goal / do this job is... What stands out to me right now about your product is... 	<b>Gain Creators</b> I am more likely to see a benefit if your product has... 
<b>Inhibitors (Pains)</b> I am reluctant or have not been able to get this done because... 		<b>Pain Relievers</b> I am more likely to get this done if your product has... 
<b>Present Circumstance</b> I am thinking / feeling / doing... 	<b>Anticipated Outcome</b> When this is done I will think / feel / be able to do... 