

Customer Experience Canvas

Subject:

Author:

Date:

Version:

<p>Brand Thoughts The brands strategic objectives, defined out of view of the customer</p>	<p>Brand Behaviour Action taken by the brand, in response to or on behalf of the customer</p>	<p>Outputs Products, services, documents, phone calls, emails, and other things of value created by the brand and/or customer behaviour—the “<i>what</i>”</p>	<p>Customer Behaviour Action taken by the customer, in response to or despite the brand</p>	<p>Customer Thoughts The personal result of what the customer sees, hears, and feels</p>
<p>Brand Outcome Revenue, profit, market share, investment, etc...—the “<i>why</i>”, from the brand’s perspective</p>		<p>Customer Outcome The reason behind the customer’s interaction with a brand—the “<i>why</i>” from the customer’s perspective</p>		

