User Success Canvas

(4) **Internal and External Motivations**

HABITS OF THE PAST
What were habits and beliefs they had to overcome?

PUSH OF THE SITUATION
What were their frustrations with the previous solution?
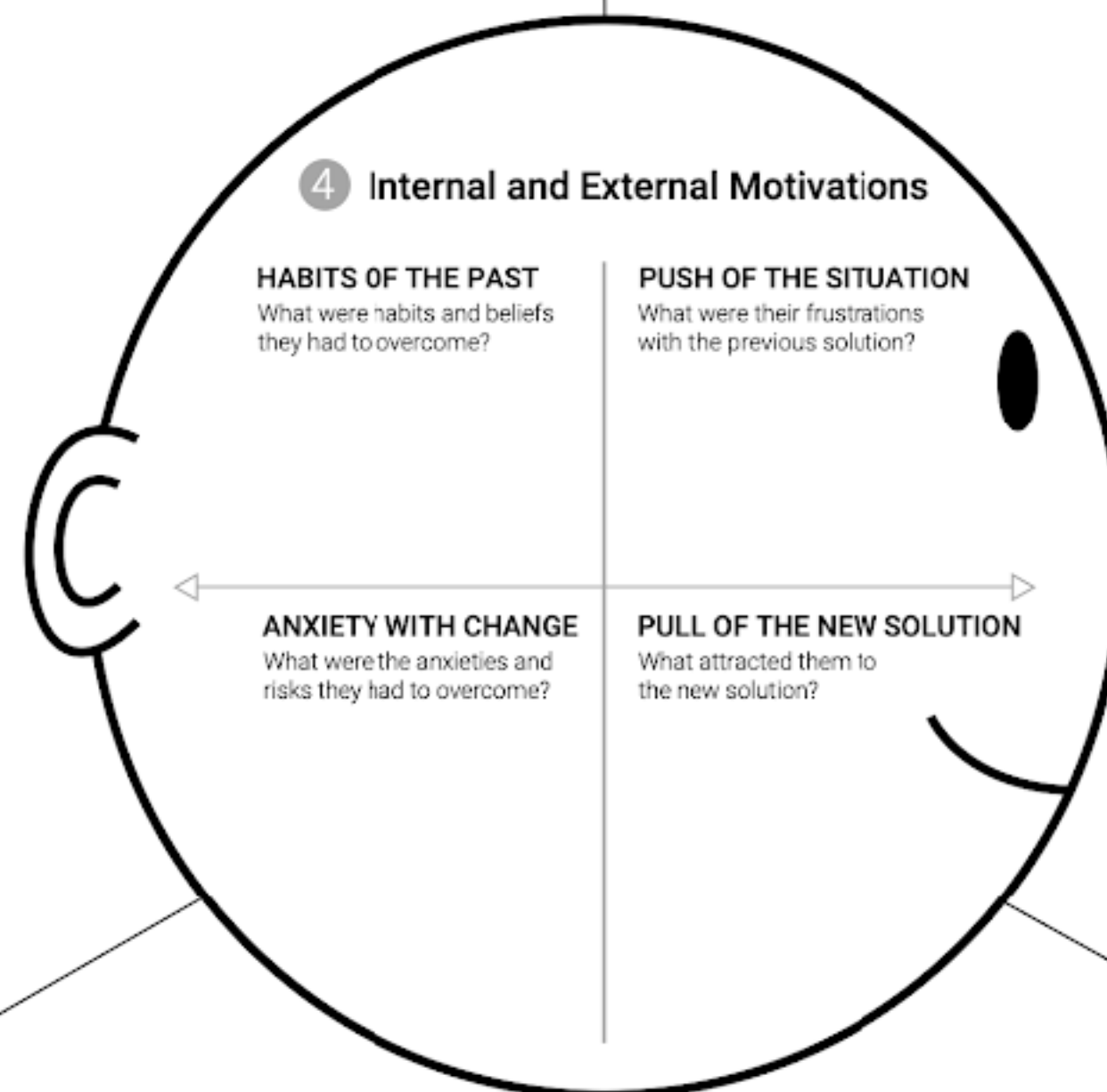
(3) **What do they HEAR?**
What do they hear their colleagues say about them?
What do they hear their friends say about them?
What do they hear their customers say about them?

(1) **What do they SEE?**
What do they see themselves doing?
What desired outcome do they now see realized?
What needs to they have that are now satisfied?
What are things they can do now that they couldn't before?

ANXIETY WITH CHANGE
What were the anxieties and risks they had to overcome?

PULL OF THE NEW SOLUTION
What attracted them to the new solution?

(2) **What do they FEEL?**
What are emotions they feel after achieving their desired outcome?
What are emotions they avoided feeling after achieving their desired outcome?