



Customer Expectation Canvas

Your customers' perception of value is constantly shifting: what excites them today becomes what they expect tomorrow and what they expect tomorrow becomes the minimum they demand the day after. Use this canvas to map what your customers currently value, expect and demand from your product or service. Then stretch that picture 5 years into the future. Consider both the customers you have today and those entering your market. What still sets you apart in 5 years? What has become the baseline? And what new forms of value haven't emerged yet?

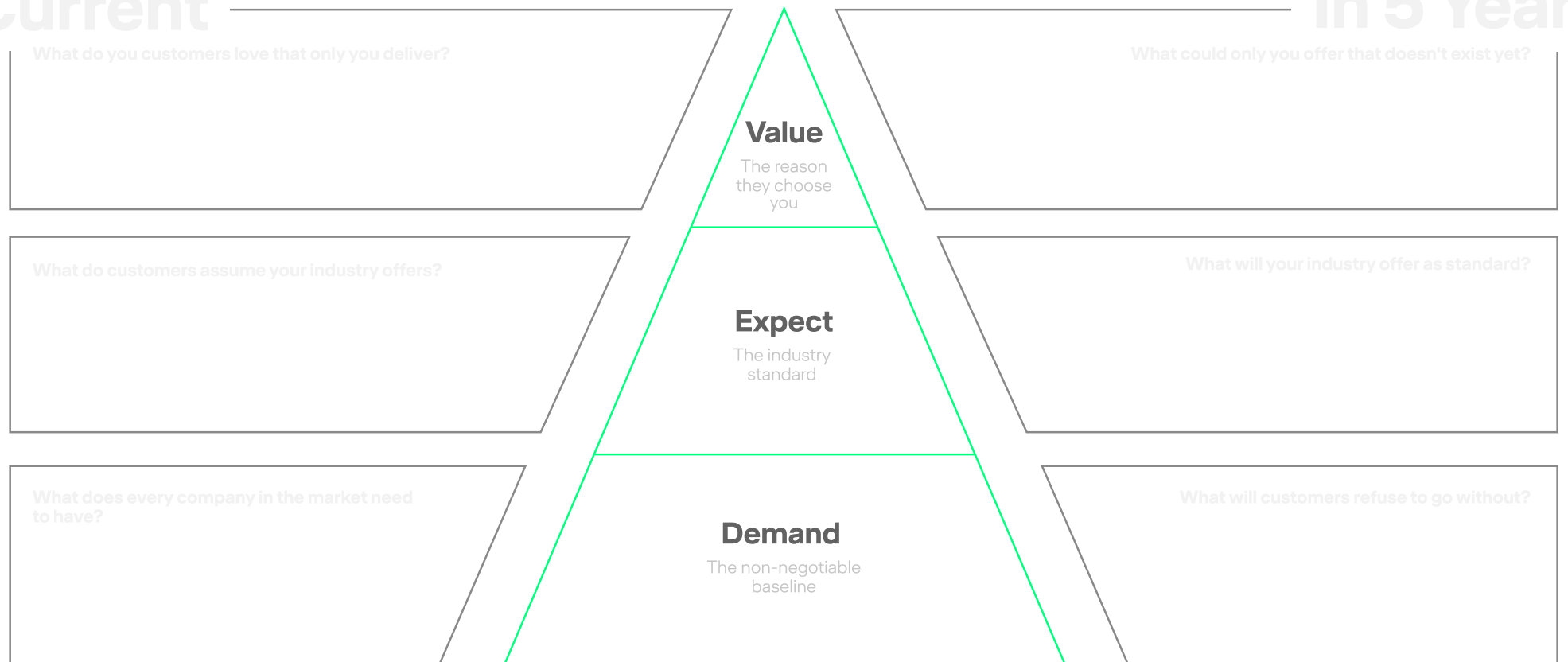
Company	Product/Service

My main customer base:

My main customer base:

Current

In 5 Years





Customer Expectation Brainstorming

You have mapped where your customers are heading. Knowing it is the easy part: building it is where the work starts. Use this canvas to turn your 5-year picture into concrete product and service ideas, layer by layer. Demand: what do we need to build to still meet the baseline? Expect: what do we need to build so tomorrow's standard feels effortless in our offering? Value: what could we launch that still makes us the reason they choose us? Think in capabilities, partnerships, data and experiences, not only in features. Go for quantity first, filter later — and if an idea feels obvious today, it is probably already the baseline.

Company	Product/Service
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My main customer base:

The reason they choose you VALUE	What unmet need does your future customer have that nobody is solving yet? What capability, partnership or data asset do you have that nobody else could replicate easily? What experience could you create that would genuinely surprise your future customer?
The industry standard EXPECT	What does your customer experience elsewhere that they'll start expecting from you? Where could you get ahead of a trend before it becomes the industry norm? What would make your offering feel seamlessly integrated into your customer's life?
The non-negotiable baseline DEMAND	What are competitors already offering that you don't have yet? What friction exists in your current experience that will become unacceptable? What is the bare minimum your customer will expect from every player in your market?