



Advice

Perform Persona canvas to understand and create valid proposals for the type of target. More information see: Persona

## 2 Brand

Your brand describes your ideology and your main purpose, it is your identity. Define your purpose, positioning, values and identity.

## 3 Value Proposal

The value proposal is the reason why your client needs you. Describe the benefits you bring to your customers.

## 1 Persona

Descriu aquell target que interactuarà amb el teu producte o servei.

## 4 Conversation

Keep conversations with your customers and predict the needs and emotions that reinforce the value of your brand.

## 5 Journey

Define the steps your customer makes to use your service or product. Good experiences do not give space to improvisation. Put on their shoes.

## 6 Costs

Define your structure costs and daily costs that your business has

## 7 Income

Identify predictable sources of income.