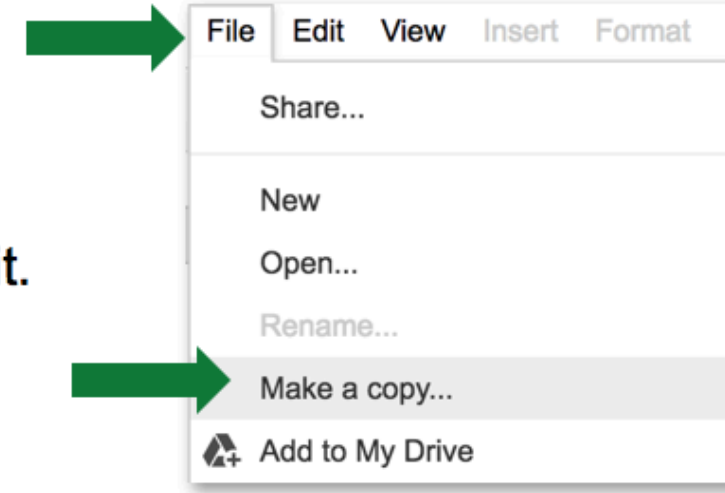


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## CUSTOMER-FOCUSED CANVAS TEMPLATE for Google Docs EXAMPLE

Template example begins on page 2.



These instructions will guide you through filling out the template, helping you to focus on understanding and meeting the needs of your customers.

1	2	3	4	5	6	7	8	9	10
CUSTOMER SEGMENTS	CUSTOMER JOBS	CUSTOMER PAINS	CUSTOMER GAINS	VALUE PROPOSITION S	CUSTOMER RELATIONSHIP S	CHANNELS	CUSTOMER FEEDBACK	KEY RESOURCES	COST STRUCTURE
Individual EV owners, commercial EV fleets, and residents of urban areas with limited charging infrastructure.	Seeking convenient, fast, and reliable EV charging solutions; managing fleet charging efficiently.	Difficulty finding available charging stations, long charging times, inconsistent pricing, and quality.	Quick and easy access to charging, affordable and transparent pricing, enhanced charging technology.	Providing fast, eco-friendly, and widely accessible EV charging solutions.  This includes innovative technology for efficient fleet charging management.	Building loyalty through a user-friendly mobile app, responsive customer service, and community engagement.	Mobile app for locating and accessing charging stations, online platform for account management, customer service hotline.	Regular customer surveys via email and app, feedback section on the website, monitoring social media channels.	Network of strategically located charging stations, advanced charging technology, dedicated customer support team.	Investment in charging station infrastructure, technology development and maintenance, marketing, and customer support expenses.

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