Chain of Reasoning Canvas

Designed for:

Designed by:

Date:

Version:

Outcome

Customer

Product

Business

Output

Efficiency

Input

Output

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Outcome

Customer

What value do we bring to our customers? What needs are customers addressing by using our products or services?

Types (examples)
Functional
Emotional
Social

Hint
The product or service should deliver key elements of value that resonate most with customers. For example, saves time, makes money, rewards me, badge value.

Product

Which customer behavior would we like to measure on our products or services?

Types (examples)
Awareness
Acquisition
Activation
Retention
Referral
Revenue

Hint
We can measure customer success by evaluating the impact on the product or service. For example, customer acquisition cost, customer lifetime value, recurring revenue, churn.

Business

What is success from a business perspective? What specific goals are we aiming to achieve?

Types (examples)
Margins
Revenue
Turnover
Cost
Market share
Purpose

Hint
The impact on our business must be sustainable. For example, revenue growth, profitability margin, EBITDA, 17 development goals (UN).

Output

How do we measure our output? And how do we assess the non-functional requirements of what we produce?

Types (examples)
Deliverables
Non-functional requirements

Hint
Deliverables refer to the output we produce. However, this category also includes the non-functional requirements—measurable, objective quality standards that define what 'done' really means. For example, production volume, delivered functionality, defect rates, response time, accuracy.

Efficiency

What does efficiency mean to us in the development and delivery of our products or services?

Types (examples)
Activity
Flow

Hint
Time and effort should be invested in the most sustainable and efficient way possible. For example, flow time, resource and flow efficiency, throughput, work in progress.

Input

What do we invest in our products or services? What constraints are mandatory?

Types (examples)
Resources
People
Requirements
Enabling and governing constraints

Hint
Potentially everything that impacts the system, including elements within the system itself and external factors that influence its potential success. For example, investment cost, operating expenses, capacity, bureaucracy, operating model, external dependencies, compliance.

Output