

COMPETITIVE POSITIONING CANVAS

Customer jobs-to-be-done		Rational decision factors		Emotional decision factors
Customers / Job(s) to be done		Value	Costs	
Needs and desires derived from customer jobs-to-be-done		Must have & nice to have traits <ul style="list-style-type: none">FeaturesEase of use/ sophisticationOfferings qualityConfigurabilitySupport serviceAvailabilityUniquenessCustomization	Price & cost of access <ul style="list-style-type: none">CheapestValue for moneyCompetitive pricePremium pricePerceived free goodiesPrice transparencyFinding costsCost of accessDue diligence costsReputation/Brand value	<ul style="list-style-type: none">PersonalizationChoiceUniquenessFair priceTrustStatusPopularityReputation
Value proposition / Offering	Unique	<ul style="list-style-type: none">CapabilitiesTechnologiesKnow-how and experienceAccess to natural resourcesPatents and intellectual propertyFeaturesNovelty	<ul style="list-style-type: none">Pricing modelBundlingDistribution network	<ul style="list-style-type: none">Perceived innovativenessAccess to customersDistributorsPerceived offering statusOpinion leaders/influences
	Superior	<ul style="list-style-type: none">Quality of offeringAfter-sales supportSkills of laborQuality and quantity of natural resourcesQuantity of features	<ul style="list-style-type: none">Price levelSearch costs to find offeringsDue diligence costs	<ul style="list-style-type: none">Reputation/Brand valueUser reviewsTrust factorsOfferings shelf size
	Indifferent	<ul style="list-style-type: none">Easily replicable traitsTraits with a competitive disadvantageFunctions required to get the job done but not explicitly valued by customers	<ul style="list-style-type: none">Easily replicable traitsTraits with a competitive disadvantageFunctions required to get the job done without explicit customer price sensitivity	<ul style="list-style-type: none">Easily replicable trainsTraits with a competitive disadvantageMust have functional requirements without any emotional importance/relevance