PROACTIVE SERVICE CANVAS

CUSTOMER JOURNEY: How do you see your customer's journey through this event? Use the boxes below to describe the phases of the customer journey.

EVENT: A change in customer's circumstances, causing a need for response or action.

EVENT SIGNALS: What signals are produced at each phase of the event? How are they produced and by whom?

FORECAST SIGNALS
- Can the event be predicted? How?  

FACT SIGNALS
- Can the event's occurrence be observed, even before the customer does? How?

ACT SIGNALS
- How does a customer act? How can you know that they act?

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- Can the event be predicted? How?

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- Can the event's occurrence be observed, even before the customer does? How?

ACT
- How does a customer act? How can you know that they act?

EVENT SIGNALS
- What signals are produced at each phase of the event? How are they produced and by whom?

FORECAST SIGNALS
- For example: 
  - Exploitation
  - Instigation
  - Observation

FACT SIGNALS
- What digital signals do you have and do you need to proactively each level of ideation?

ACT SIGNALS
- What digital signals do you have and do you need to proactively each level of ideation?

PROACTIVE IDEATION
- How would this value proposition look if it was delivered proactively? Brainstorm using the three levels of proactive organization below. What level of proactivity best serves the value proposition?

PAINS
- The event may be causing pains that you want to prevent, or pains that you want to amplify. What are they?

GAINS
- What digital signals do you have and do you need to proactively each level of ideation?

DIGITAL SIGNALS NEEDED
- What digital signals are required to be a “recommender” within this event? How would it work?

RECOMMENDER SIGNALS
- What digital signals are required to be a “recommender” within this event? How would it work?

ASSISTANT SIGNALS
- What digital signals are required to “personally assist” your customer through the event? How would it work?

AUTO-PILOT SIGNALS
- What digital signals are required to take control of the situation for your customer? How would it work?

CREATING TRUST
- What trust mechanisms are required? What new brand, marketing, security and privacy approaches are needed to facilitate this trust?