

Intake Canvas

[company]

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Introduction

In this document we collect all the information to get the best possible picture of your bond. It is not obligatory to fill in everything. However, the more information you add to this document, the better I can help you create the right designs.

The Customer

What you do, who you do it for, why you're doing it, how you're doing it, and is it working?

...

Your customer or "target audience" is a group of people whose attention you want to attract, the group you want to cultivate a long-term relationship with. The goal is the find them; get inside their head to understand their wants, needs, preferences, and lifestyle; and ensure that your product or service (and how you talk about it) is relevant.

Once you've figured out who you want to reach, get to know them. First, get basic demographic info (i.e., age, gender, income, marital status, geography, education, career). Then, get to the good stuff: psychographics and behavioral data.

Behavioral data	Antwoord	Demographic info	Antwoord
Behavior		Age	
Motivation		Gender	
Influences		Income	
Pain points		Geography	
Journey		Education	

Concurrent

Context is crucial, and you can't define your place and point of difference in your industry if you're not aware of the overall size, health, players, and trends in the marketplace. No brand is created in a vacuum. Place the websites your most inspiring competitors in this canvas. Images can be collected in [this pinterest board](#). The more the marry.

	Mooi product	Lelijk product
Product werkt goed		
Product werkt slecht		

Brand evaluatie

I • The Essentials

Give short answers to these questions.

What do you do? [category]

...

How do you do it differently/better than your competitors? [positioning]

...

Who do you do it for? [audience]

...

Why are you doing it? [pain point solving/solution providing]

...

II • Brand Questions

What are your vision, mission, and brand values? Stumped on what these terms mean?

Mission

...

Vision

...

Values and belief system

...

III • Product/Services

Outline your products/services

What do they do?

...

What are their functional and emotional benefits?

...

IV • Brand eye

What are you most passionate about when it comes to your brand and business? What change do you want to evoke or create in the industry you're in?

A brand eye helps you to see the core of a company at a glance. At the heart of the brand eye is Paradiso's ambition. Also called the essence of the company, what they want to achieve. In the middle ring is the value of the company. On the extreme side is how Paradiso shows their value.

Make a brand eye on paper for your company and put an img in this document.

