"Invisible" Product canvas helps you audit the building blocks of an experience by focusing on needs, states and the flow of information between agents within an experience

Needs List all of the potential high level needs a user has as they move through the experience. Example: "I want to find something to watch"

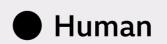


Suggested notation - record the source of the information



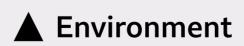
Information List the information (and its type) that **could** be exchanged as part of an interaction. Example: Location, Status, Video, Utterance...











Additionally, mark any information that cannot currently be read:

🗙 Unreadable

Vision From a business point of view, what do you want to achieve?

States *represent the distinct "places" interactions occur during the experience. Example: "Finding content"*