

Idea Canvas - Dark Sky tourism offering

Complete the sections in the order indicated by the numbers. Draw from your customer persona(s)!

1. Your customer

Describe your customer profile in a nutshell

5. Your Value proposition for the customer

How does your product or service solve a problem or meet a need described in section 2?

3. Your Idea to be developed

Brief description of your service or product

2. Customer problems or needs

What is the customer's challenge this product or service aims to solve? How will darkness add value for the customer?

6. Marketing

How do you harness the added value of darkness in your communications and marketing? What messages, visuals, stories will you use?

4. Resources

What resources does your company already have? What skills or resources needs to be outsourced?