

# “Invisible” Product canvas

The ‘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”

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

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

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

Suggested notation - record the source of the information

● Human    ■ Machine    ▲ Environment

Additionally, mark any information that cannot currently be read:

✕ Unreadable