

ICP research canvas

Fill every cell in the
customer's words
Colour-code your confidence

Fill every cell for your one chosen segment, using the customer's own words. Then colour-code each claim: **green** = you know it is true, **yellow** = unsure, **red** = mostly guessing. Red and yellow cells are your interview script.

● **PERSONA NAME & DEMOGRAPHICS**

One representative person: role, company type, tenure, and the one-line description you would give a new hire.

● **BIGGEST CHALLENGES**

The problems they are actively dealing with now.

● **BIGGEST GOALS (RATIONAL)**

The outcomes they would put on a quarterly plan.

● **EMOTIONAL TRIGGERS**

What makes them suddenly care, act, or buy.

● **BIGGEST FEARS (EMOTIONAL)**

The irrational, rarely-said-out-loud worries.

● **BIGGEST DESIRES (DREAMS)**

What they secretly want the outcome to make them.

● **CUSTOMER OBJECTIONS**

The reasons they give for not buying.

● **SITUATIONS THEY ARE IN**

The concrete moments, relative to your product, where the problem shows up.

● **HOW THEY HANDLE THEM**

What they do today instead of using you.

● Green: known ● Yellow: unsure ● Red: guessing Add ! to anything that would sink the positioning if wrong.