

# Growth Gap Canvas

Company name:	Growth Team:	Date:
		Version:

Timeline: Start →

← Finish

Customer Perspective

Company Perspective

Episodic Customer Journey	Describe the customer journey as a continuous story from the customer's point of view. Write in chronological order, as if you are following one real person through a specific episode. Start with the trigger that initiates the journey and describe each step the customer takes, including actions, thoughts, emotions, and decisions. Be concrete about situations, moments, and transitions. Avoid abstract stages or funnel language; focus on what actually happens, what the customer experiences, and why they move forward or get stuck at each moment. Continue the story beyond the purchase moment, describing subsequent, first-order reactions, ongoing interest and potential loyalty or referral behavior. End the episode at a clear outcome, such as adoption, habit formation or disengagement.					
Channel	Use the channels through which the customer interacts with the company during the episodic customer journey. Map it out in the same chronological order as the journey story. Include all relevant touchpoints where contact, communication, or interaction occurs, such as marketing channels, sales interactions, product interfaces, support, and community. Focus on where the customer actually engages, not on channels you intend to use. Be concise and specific.					
Emotion	Describe the emotional customer experience at different moments in the episodic customer journey. Focus on the most important in the journey and channels. Include both positive and negative emotions, such as uncertainty, frustration, relief, confidence, excitement, or awe. Be specific about when emotions rise or dip and what triggers those changes. Focus on how the customer feels, not on how the company intends them to feel.					
Pirate Funnel	Use the Pirate Funnel to map stages across the episodic customer journey. Focus on naming the process, using metrics or tactics yet. This block is intentionally left open to allow flexibility in sequence, especially for the 11 stages (Attention, Revenue, Referrals), which may differ depending on the business model and customer segment. Use the space to define how the funnel is structured in this specific context before filling in details elsewhere.					
Metric	Use the metrics that are currently being tracked across the Pirate Funnel and the episodic customer journey. The metrics should represent the measured, how it is defined, and at which stage it applies. Separate existing metrics from metrics you would like to track but currently haven't. This block should reveal gaps in measurement, unclear definitions, or blind spots in the customer journey and growth funnel.					
OMTM	Identify the single metric that is most critical to progress in the current phase of the Pirate Funnel. This metric should represent the biggest constraint or opportunity at this moment. It must be directly influenced by customer behavior and clearly linked to the North Star Metric. Define the metric precisely, including what is counted and over which time frame. All experiments and actions in this phase should primarily aim to move this metric.					
Gap	Identify the gap between one phase of the Pirate Funnel and the next. This gap represents the risk, delay, or interruption in customer progression from one phase to the next. Use data where available to quantify how large the gap is, for example conversion rate, time delay, or volume loss. Explain what actually happens to customers who do not progress and where they stall, slip back, or disengage. The gap should be described as a measurable difference between intent and outcome, not as a vague problem statement.					

**Growth Gap:** Define the single most important gap to focus on right now. This growth gap is selected from the multiple gaps identified between Pirate Funnel stages and represents the highest leverage opportunity or constraint in the current phase. Describe clearly between which stages the gap occurs, how large it is, and why this gap matters more than others at this moment. The growth gap should be specific, measurable, and directly connected to the chosen OMTM.