

The Online Shop Canvas: The Nine Fields

Learning objective: You'll know the nine fields of the Online Shop Canvas, understand how they work together, and be able to use the Canvas as a management tool for your shop.

Key Takeaways

- The Online Shop Canvas is based on the Business Model Canvas and has been adapted specifically for e-commerce.
- The nine fields cover offer, customers, value proposition, channels, relationships, revenue, costs, partners, and resources.
- The center is the value proposition. Every other field relates back to it.
- A canvas is only valuable if you use it regularly as a management tool.

Framework steps

1. Meet the nine fields
2. Understand the center
3. Apply the canvas
4. Identify needs
5. Build segments
6. Map channels
7. Build reach

Key points at a glance

RELEVANCE

What Does This Mean for Your Shop?

Without clearly defined fields, your offer, customers, and channels blur into one opaque mass.

CONCEPT

From the Business Model Canvas to the Online Shop Canvas

The Business Model Canvas by Strategyzer and Business Model Foundry is the proven foundation.

CONCEPT

The Logic of the Nine Fields

CONCEPT

Center: The Value Proposition

Customer segments aren't demographics. They're people who share a common need and buying behavior.

The offer describes what you sell: products, services, add-ons.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.