PRACTICAL RESOURCE / OUTCOME DRIVEN

# Reason-to-return canvas

Outcome Driven · Ashley Kays Rabbitt

Retention starts with a recurring job the customer actually has. Use this canvas to name that job, the moment it recurs, and what your product does to make the next visit worth it. Reminders come last.

## 1. Which customer and which recurring job?

A real, repeating task-weekly reporting, monthly billing, a seasonal plan.

[Your notes]

## 2. When does that job come back?

The trigger in the customer’s world, not in your calendar.

[Your notes]

## 3. What will be better on their next visit?

New information, saved effort, progress they can see.

[Your notes]

## 4. What tells you they valued the last visit?

Behavior, replies, renewals-name the source.

[Your notes]

## 5. What prompt (if any) helps at that moment?

Message, in-product cue, or none. State the stop rule.

[Your notes]

## 6. What could make a return feel like a chore?

Over-messaging, stale content, extra setup.

[Your notes]