

## PAS Case Study Canvas

To write a compelling case study, address the topics in the numbered order. .  
 Conclude each section by reading back the subject's answers and confirming, *Have I understood you correctly?*  
 Ensure you have permission from the subject before publishing a case study



1a. Subject	2. Situation.	3. Challenge
Who is the case study about? Name & how to contact for person or company.	Describe yourself briefly at the start of the story. Where do you live? What do you do? What is your family situation? What change in your work or life situation had just happened or was about to happen?	What was the key problem or challenge you were facing?
1b. Interviewer		
Who is doing the interview?		
4. Desired Outcome	5. Actual Result	6. Path to Success
What was your desired outcome?	What did you actually achieve? Did you achieve your desired outcome? If not, what did you achieve?	How did you achieve your result? How did our product, concept, or staff help and support you to achieve your outcome? Which tools and techniques were useful to you? Why?
7. Support from us	8. What else?	9. Repeatable
Who supported you on this journey? How did they support you? What made the difference? What was the turning point?	What else or who else helped you achieve your desired outcome?	What might help others repeat your success?