

# Decision Stack Canvas

Map what your agent-first purchase flow needs to do - and what your product must provide - across the five stages: intent, research, evaluation, transaction, and fulfillment.

## How to use

- Pick one 'hero' purchase flow (e.g., replenishment, high-consideration, subscription).
- Fill each stage with the minimum inputs/data an agent needs to choose you.
- Circle the stages where you are currently not machine-readable (data), not accessible (APIs), or not trusted (reputation).
- Turn the circled items into a 30/60/90-day build list.

# Canvas

Fill in the boxes. Keep it specific to one product line or one category to start.

## Intent

**Prompt:** What need triggers the purchase? What constraints matter? (budget, timing, preferences)

Notes / answers (write here):	
Signals the agent can infer	Signals you should collect explicitly

## Research

**Prompt:** Where does the agent look? What structured data should it find about you?

Notes / answers (write here):	
Databases/aggregators to be present in	Schema/feed fields required

## Evaluation

**Prompt:** How does the agent compare options? What differentiators matter for your best-fit segment?

<b>Notes / answers (write here):</b>	
<b>Proof and reputation signals needed</b>	<b>Key tradeoffs to win</b>

## Transaction

**Prompt:** How does an agent buy from you? What makes checkout safe and low-friction?

<b>Notes / answers (write here):</b>	
<b>APIs/auth standards supported</b>	<b>Guardrails / limits / approvals</b>

## Fulfillment

**Prompt:** What happens after purchase? How do you reduce returns and increase satisfaction?

<b>Notes / answers (write here):</b>

Delivery and tracking signals	Return process and support

**CTA:** Want feedback on your canvas? Join the Instant Checkout community at [instantcheckout.ai](https://instantcheckout.ai).