The Value Proposition Canvas

Value Proposition

Customer Segment



Copy or outperform current solutions that delight your customer?

(e.g. regarding specific features, performance, quality, ...) Make your customer's job or life easier? (e.g. flatter learning curve, usability, accessibility, more

services, lower cost of ownership, ...) Create positive social consequences that your

customer desires? (e.g. makes them look good, produces an increase in power,

Do something customers are looking for? (e.g. good design, guarantees, specific or more features, ...) Fulfill something customers are dreaming about? (e.g. help big achievements, produce big reliefs, ...)

Produce positive outcomes matching your customers success and failure criteria? (e.g. better performance, lower cost, ...)

Help your customers better sleep at night?

Limit or eradicate common mistakes

eliminating worries, ...)

customers make?

(e.g. usage mistakes, ...)

from adopting solutions?

less resistance to change, ...)

and after getting the job done?

(e.g. by helping with big issues, diminishing concerns, or

Get rid of barriers that are keeping your customer

Rank each pain your products and services kill according

customer experiences or could experience before, during,

to their intensity for your customer. Is it very intense or

For each pain indicate how often it occurs. Risks your



(e.g. lower cost, less investments, lower risk, better quality,

Rank each gain your products and services create according to

its relevance to your customer. Is it substantial or insignificant?

Help make adoption easier?

For each gain indicate how often it occurs.

performance, design, ...)

Describe how your products and services create customer gains.

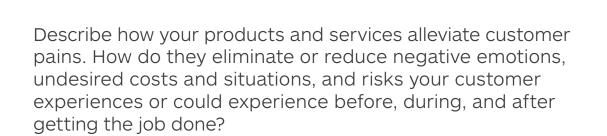
How do they create benefits your customer expects, desires or would be surprised by, including functional utility, social gains, positive emotions, and cost savings?

Do they...

Create savings that make your customer happy? (e.g. in terms of time, money and effort, ...)

Produce outcomes your customer expects or that go beyond their expectations? (e.g. better quality level, more of something, less of something, ...)

Pain Relievers



Do they... Produce savings?

(e.g. in terms of time, money, or efforts, ...)

(e.g. lower or no upfront investment costs, flatter learning curve, Make your customers feel better? (e.g. kills frustrations, annoyances, things that give them a headache, ...)

Fix under-performing solutions? (e.g. new features, better performance, better quality, ...)

Put an end to difficulties and challenges your

customers encounter? (e.g. make things easier, helping them get done, eliminate resistance, ...)

Wipe out negative social consequences your customers encounter or fear? (e.g. loss of face, power, trust, or status, ...)

Eliminate risks your customers fear? (e.g. financial, social, technical risks, or what could go awfully wrong, ...)

Gains

Describe the benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

Which savings would make your customer happy? (e.g. in terms of time, money and effort, ...)

What outcomes does your customer expect and what would go beyond his/her expectations? (e.g. quality level, more of something, less of something, ...)

How do current solutions delight your customer? (e.g. specific features, performance, quality, ...)

What would make your customer's job or life easier? (e.g. flatter learning curve, more services, lower cost of ownership, ...)

What positive social consequences does your customer desire?

(e.g. makes them look good, increase in power, status, ...) What are customers looking for?

(e.g. good design, guarantees, specific or more features, ...) What do customers dream about?

(e.g. big achievements, big reliefs, ...) How does your customer measure success

and failure?

(e.g. performance, cost, ...)

What would increase the likelihood of adopting a solution? (e.g. lower cost, less investments, lower risk, better quality, performance, design, ...)

Rank each gain according to its relevance to your customer. Is it substantial or is it insignificant? For each gain indicate how often it occurs.



What social jobs are you helping your customer get done? (e.g. trying to look good, gain power or status, ...)

✓ —

✓ —

What emotional jobs are you helping your customer get done? (e.g. esthetics, feel good, security, ...)

What basic needs are you helping your customer satisfy? (e.g. communication, sex, ...)

Besides trying to get a core job done, your customer performs ancillary jobs in different roles. Describe the jobs your customer is trying to get done as:

Buyer (e.g. trying to look good, gain power or status, ...)

Co-creator (e.g. esthetics, feel good, security, ...)

Transferrer (e.g. products and services that help customers dispose of a product, transfer it to others, or resell, ...)

Rank each job according to its significance to your customer. Is it crucial or is it trivial? For each job indicate how often it occurs.

Outline in which specific context a job is done, because that may impose constraints or limitations. (e.g. while driving,

Pains

Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done.

(e.g. takes a lot of time, costs too much money, requires substantial efforts....) What makes your customer feel bad?

(e.g. frustrations, annoyances, things that give them a headache, ...)

What does your customer find too costly?

How are current solutions under-performing for your customer? (e.g. lack of features, performance, malfunctioning, ...) What are the main difficulties and challenges

your customer encounters? (e.g. understanding how things work, difficulties getting things done, resistance, ...) What negative social consequences does your

(e.g. loss of face, power, trust, or status, ...) What risks does your customer fear? (e.g. financial, social, technical risks, or what could go aw-

What's keeping your customer awake at night? (e.g. big issues, concerns, worries, ...)

What common mistakes does your customer make? (e.g. usage mistakes, ...)

customer encounter or fear?

fully wrong, ...)

What barriers are keeping your customer from adopting solutions? (e.g. upfront investment costs, learning curve, resistance to change, ...)

Rank each pain according to the intensity it represents for your customer.

Is it very intense or is it very light.? For each pain indicate how often it occurs. outside, ...)

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