The Value Proposition Canvas

Value Proposition

- Help make adoption easier!
  
  - (e.g. lower costs, better quality, performance, design)
  
  - Make your customers feel better!
  
  - (e.g. performance, design)
  
  - Create positive social consequences that your customers desire!

Customer Segment

- What would make your customer's job life easier?
  
  - (e.g. ‘better feeling about success, lower costs, lower risk, ...)
  
  - What would increase the likelihood of adopting a solution?
  
  - (e.g. better feeling about success, lower risk, better quality, performance, design)

Products & Services

- Identify and rank all products and services according to the following:
  
  - Customer needs
  
  - Customer pains
  
  - Customer gains
  
  - Customer jobs

- List all the products and services your value proposition is built around.

- What products and services do you offer that help your customers get a specific job done? (e.g. ‘design, development, or implementation of a solution’)

- Which products and services help your customers perform the roles of:
  
  - Buyer
  
  - Transferrer
  
  - Co-creator

- Gain Creators

- Describe how your products and services create customer gains.

- Do they...

  - Create savings that make your customer happy?

  - (e.g. in terms of time, money, and effort)

  - Put an end to difficulties and challenges your customer makes?

  - (e.g. help make adoption easier)

  - Create positive social consequences that your customers desire?

  - (e.g. helps them feel better)

- Pain Relievers

- Describe how your products and services alleviate customer pains.

- Do they...

  - Remove your customer's fear?

  - (e.g. make your customers feel better)

  - Remove your customer's frustrations?

  - (e.g. lower costs, better quality, performance, design)

- 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.

- What makes your customer feel bad?

- (e.g. Australian, Portuguese, things that give them a headache)

- Gains

- Describe the benefits your customer expects, desires, or would be satisfied with.

- This includes functional, social, or emotional gains, positive emotions, and cost savings.

- Which savings would make your customer happy?

- (e.g. lower or no upfront investment costs, flatter learning curve, resistance, ...)