

VALUE PROPOSITION DESIGN TOOLKIT

Precisely define your customer profiles
Visualise the value you create
Achieve service/product-market fit



INTRODUCTION

Value Proposition Canvas

The Value Proposition Canvas helps you to create a fit between what customers want and what your business offers. It supports you in inventing and improving value propositions. The Value Proposition Canvas consists of two parts: the customer profile and the value map. In the customer profile you describe customer tasks, pains and gains. In the value map you describe your product, pain relievers and gain creators. With better insight you create products and services that customers want.

Template & example

Make a large printout of the Value Proposition Canvas template (page 5) and use this in a brainstorm with colleagues. Have a look at the Example for AirBnB to learn how the Value Proposition Canvas can be applied in practice.

How to use

The value proposition canvas consists of two parts. One part is the customer profile, in which you describe your customer. The other part is the value map in which you describe how you create value for your customer. If those two parts match with each other than you have a fit in your value proposition. You start with creating your customer profile, after which you will complete your value map.

STEP 1: CUSTOMER TASKS

You have to keep in mind the person or the company that would buy your product or service. Write down the tasks that person or company has to do or wants to complete in work or in life. Think of specific tasks to reach a goal or solve a problem. Tasks that make a customer look or feel good. Or tasks related to buying, consuming or experiencing goods and services. A task can for example be buying groceries, taking a course, regularly exercising or writing an article. You should keep in mind that some tasks are more important than others. Select those tasks that are important related to your offering

STEP 2: CUSTOMER PAINS

A customer pain is anything that annoys a customer when getting a job done. It can also be something that slows down or prevents the task being done. You can think of undesired outcomes or problems for the customer during a task, like a long waiting line or a bad feeling after consuming something. There are also obstacles, difficulties or challenges before a customer even starts with a task, like an unavailable guideline. Write down those pains that are severe enough to be of importance to the customer.

Step 3: CUSTOMER GAINS

Anything that makes the customer happy is a potential customer gain. These gains can be required, expected or desired. Required gains must be provided by your service. Expected gains are those that a customer would expect but are not essential. Desired gains are those needs that customer would like to see fulfilled. Think of what would make the customer task easier, what would make a customer look good, and what would a customer dream of. Write down those gains that help the customer to get the tasks done.

STEP 4: PRODUCTS AND SERVICES

When moving over to the value map the first action is to describe the products and/or services of your business. It is a list of what you offer. Your list may also include the supporting products or services. Your business can sell tangible products like shoes or intangible services like car cleaning. Write down the products and/or services that your business offers.

STEP 5: PAIN RELIEVERS

Pain relievers are the solutions that your products and services offer to customer pains. Think of what savings your product could produce or how your service makes customers feel better. Describe how your products or services put an end to difficulties, challenges and obstacle. Write down the features or functionalities of your products and services that offer solutions for customer pains.

STEP 6: GAIN CREATORS

Gain creators are the functionalities or features of your products and services that produce outcomes that customers expect or desire. Think of how your products and services can exceed the expectations of customers, or create positive social consequences. Describe how your products and services fulfil the dreams of the customers. Write down the solutions that your products and services offer in order to achieve customer gains.

STEP 7: THE FIT

Determine if there is a fit between what the customers want and what your business has to offer. Fit is achieved when your value proposition addresses important customer tasks, alleviate the worst pains, and create the best possible gains.

Tip: You can add checkmarks to the customer tasks, pains and gains to show that the value proposition of your business offers a solution.

Like to master Value Proposition Design?

1-day team workshop to better understand customers and create value propositions that sell

- Learn the Value Proposition methodology
- Based around a proposition idea for your business
- Turn fluffy discussions into practical outcomes
- Create a shared language around value propositions

This workshop can be facilitated on-site or virtually

FOR MORE INFORMATION CONTACT

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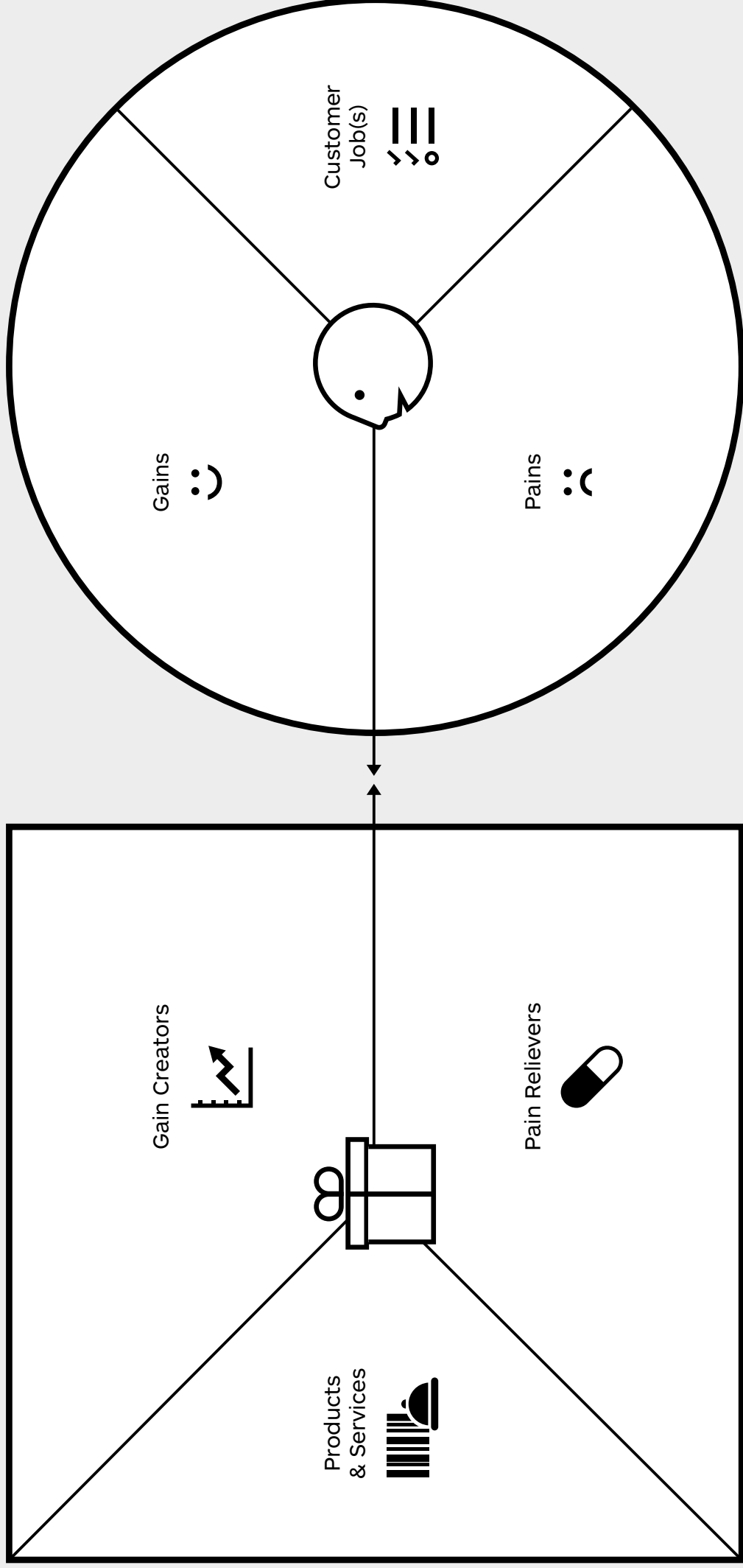
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VALUE PROPOSITION CANVAS TEMPLATE

Value Proposition

Customer Segment



VALUE PROPOSITION CANVAS (AIRBNB EXAMPLE)

