

Value Proposition Canvas

What do your customers really want? To map out, design and test your product/service value proposition, this model helps you see the link between your customer profile and the value you bring them through your product/service.

The VPC has two parts: the Customer Profile and the Value Map. Here are the basic steps for you and your team to go through one-by-one.

Step 1: Customer Profile

Say you have a persona in mind. (If not, you will need to define the persona first).

1. Customer Jobs

What jobs does your customer do daily? What are his/her/their basic needs? These jobs can be work, social, things they do every day. Write these on Post-it notes and stick them to the canvas*.

2. Pains

What's stopping your customer do these jobs? What are the hurdles? What's troubling them? Things in his/her way? Write these on Post-it notes and stick them to the canvas*.

3. Gains

What makes your customer happy? How can you exceed his/her exãectations? These can be social, functional, monetary gains. Write these on Post-it notes and stick them to the canvas*.

Step 2: Value Map

Now it's time to think specifically about your product/service

1. Pain Relievers

How can your solution relieve the customer's pains outlined above? Try to be specific. Write these on Post-it notes and stick them to the canvas*.

2. Gain Creators

How can your solution help your customer become even happier? Anyways to your product/service can exceed their expectations? Write these on Post-it notes and stick them to the canvas*.

3. Products & Services

What can you provide your customer for them to get their jobs done? Write these on Post-it notes and stick them to the canvas*.