


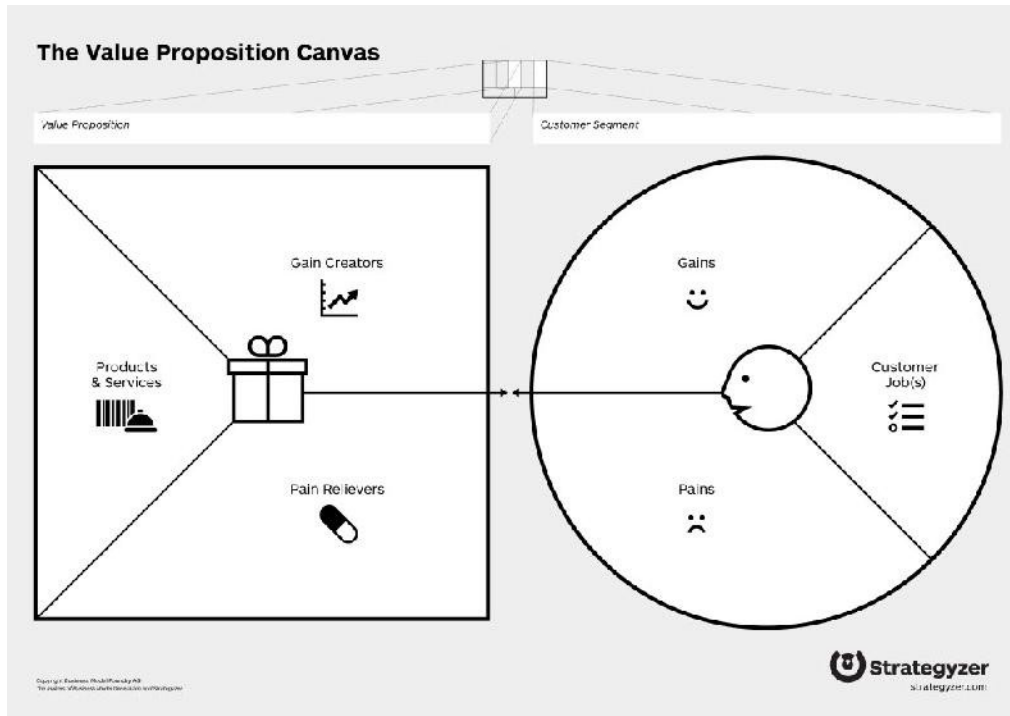
TAKING
COOPERATION
FORWARD

 June 2020

 **Value Proposition Canvas**

 CHAIN REACTIONS, Bernhard Kölmel

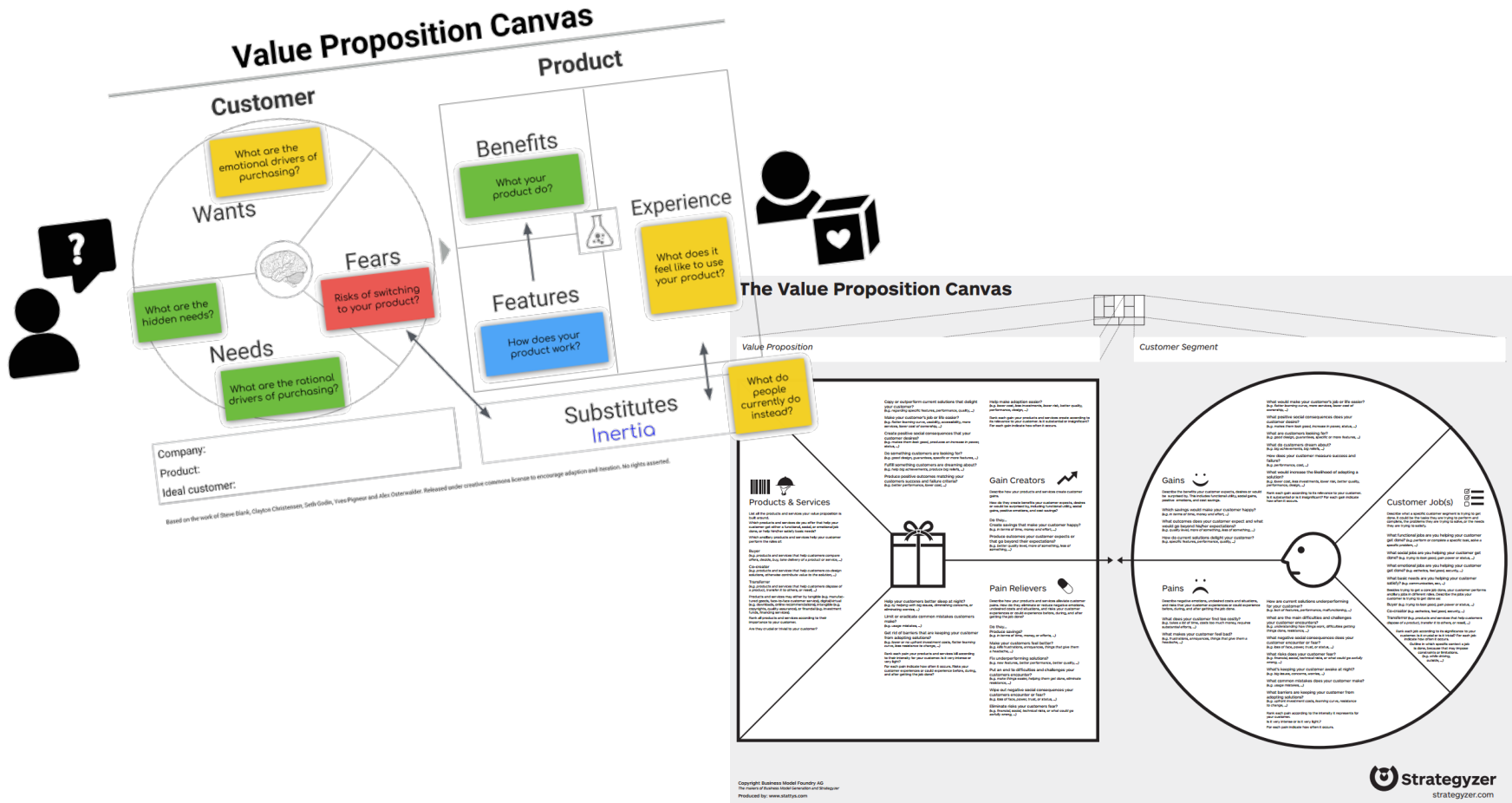
VALUE PROPOSITION CANVAS



Special thanks to strategyzer.com for their inspiring work!



VALUE PROPOSITION CANVAS



VALUE PROPOSITION

DESCRIBES THE BENEFITS CUSTOMERS CAN EXPECT FROM YOUR PRODUCTS & SERVICES



PRODUCT / SERVICE



CUSTOMER



VALUE PROPOSITION CANVAS



**PRODUCT /
SERVICE**



CUSTOMER

NOT EASY






#1

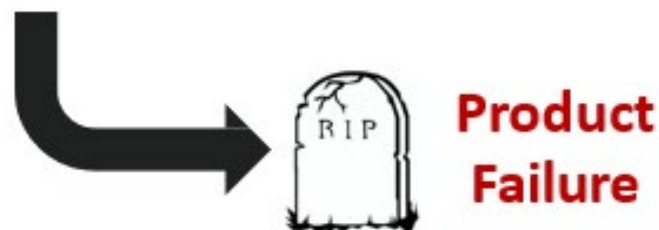
NPD MISTAKE

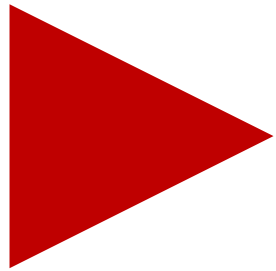
**Building
Something
Nobody Wants**





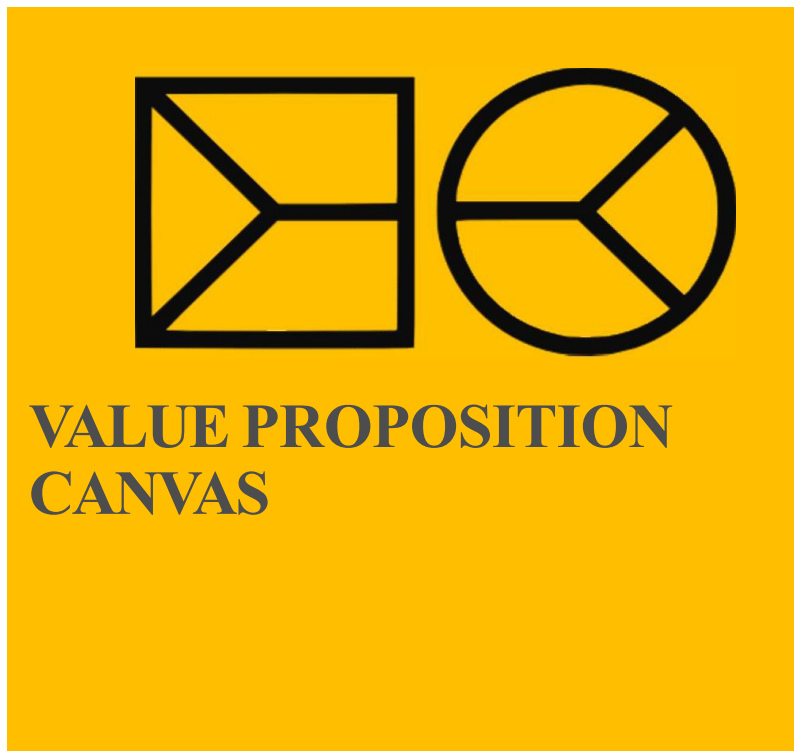
-  **Wasted time & resources**
-  **Unproductive meetings**
-  **Uncommon language**



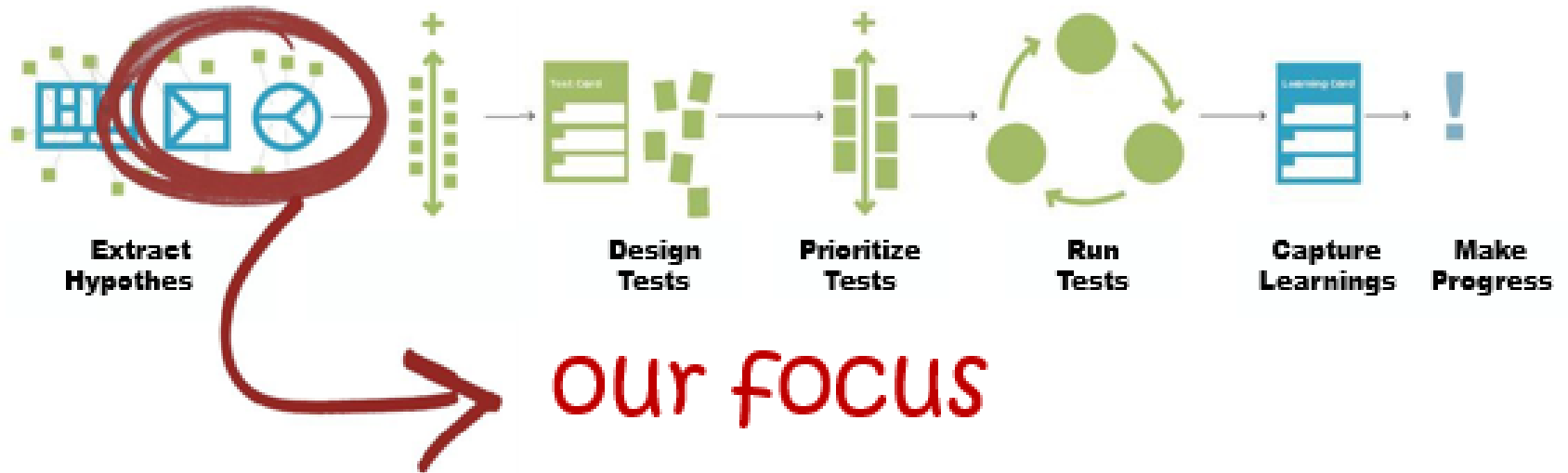


Need better approach for
creating value for customers
& lowering risk of failure!

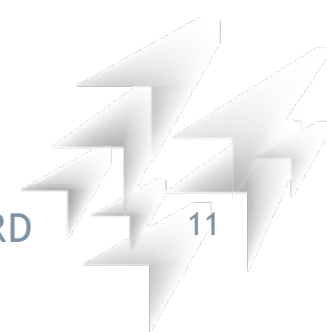
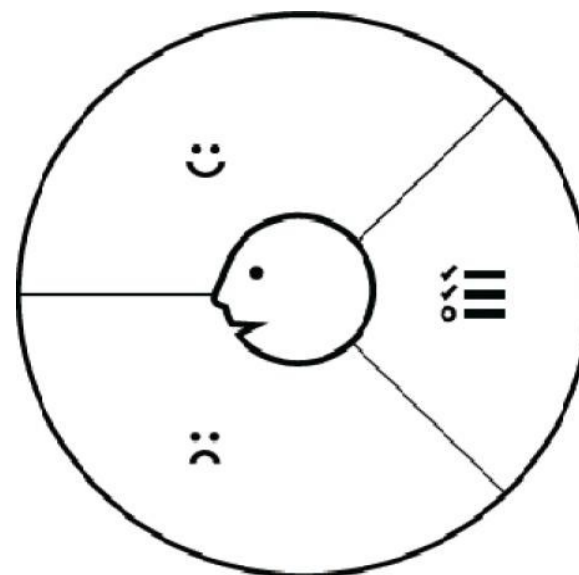
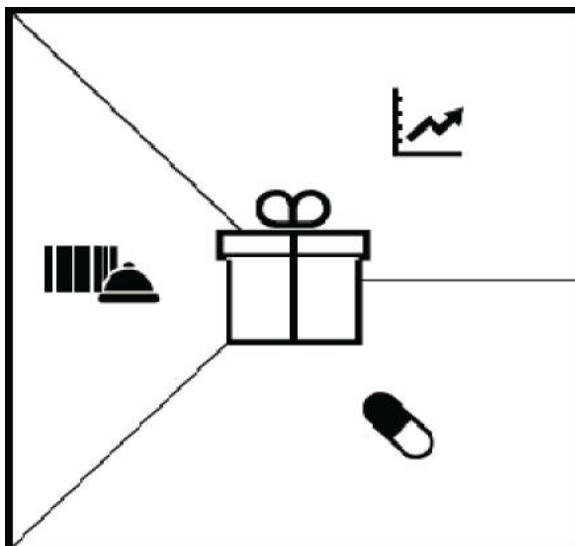




VALUE DESIGN PROCESS

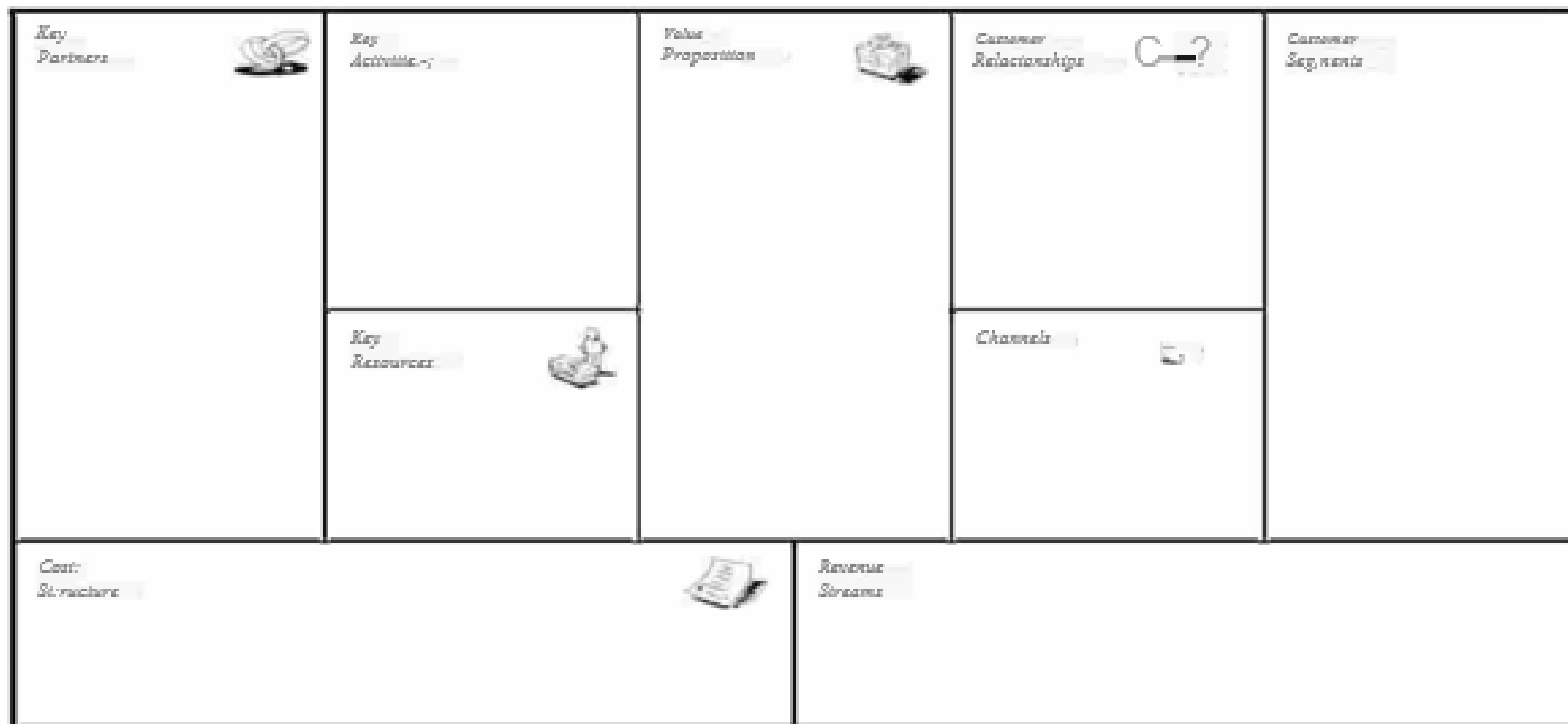


VALUE PROPOSITION CANVAS (VPC)

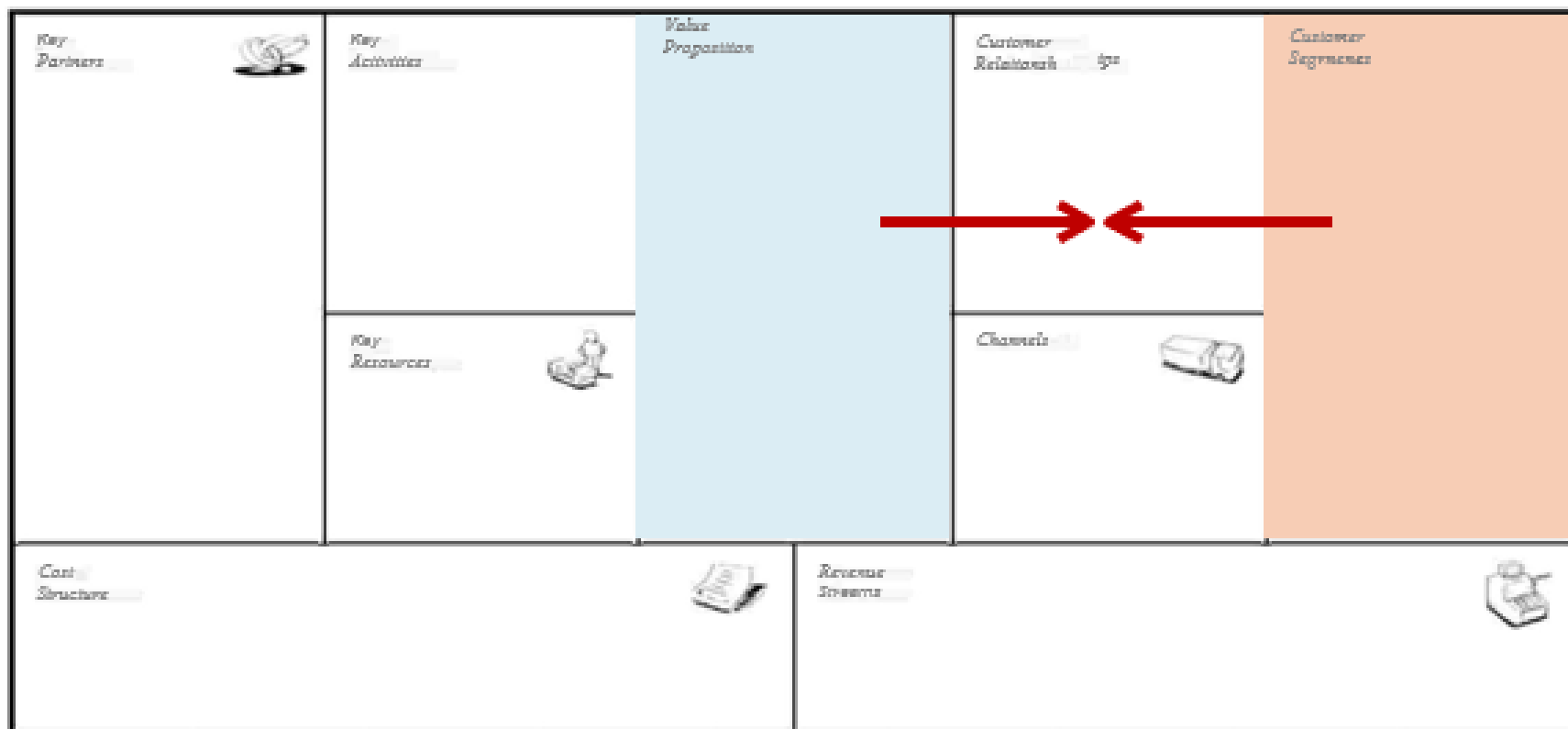


BUSINESS MODEL CANVAS

9 building blocks



BUSINESS MODEL CANVAS



VALUE PROPOSITION CANVAS



Value Map

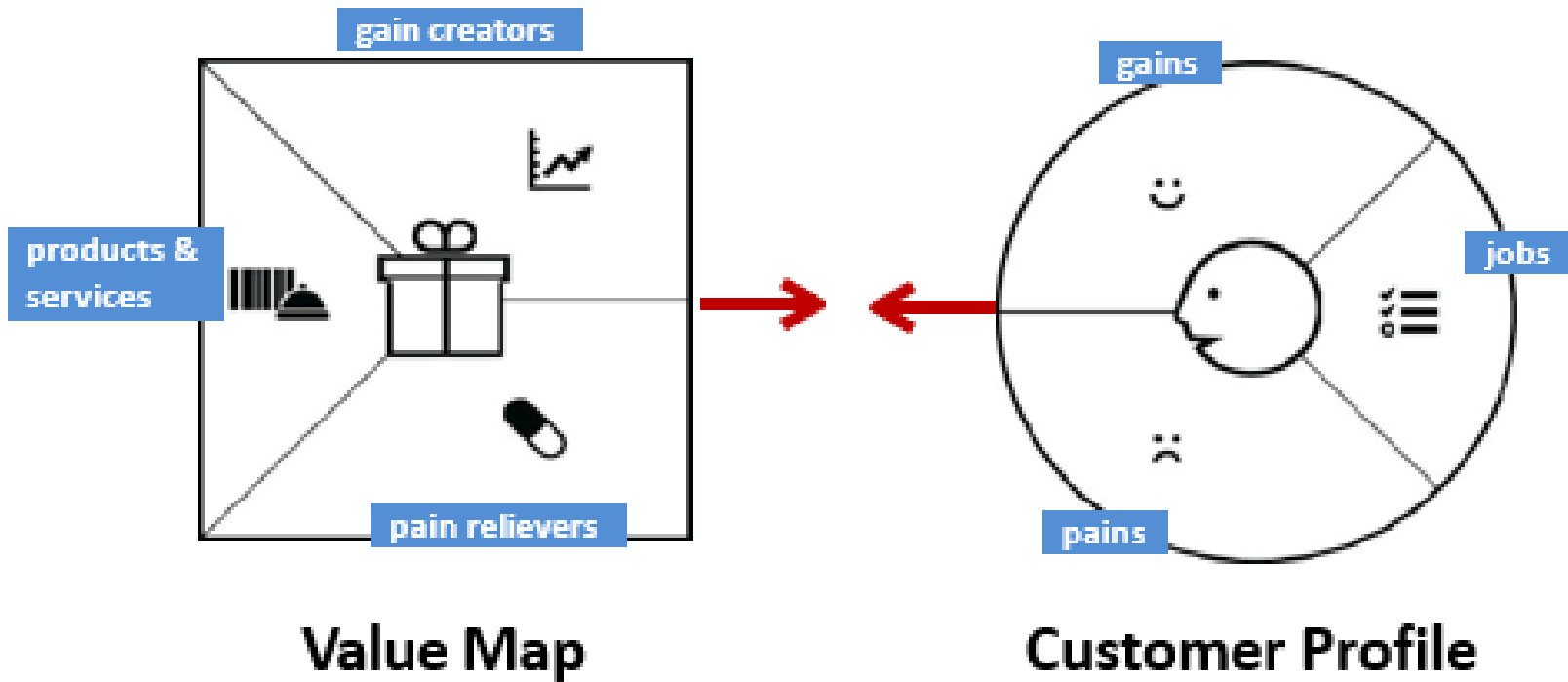
The set of value proposition **benefits** that you **design** to attract customers

Customer Profile

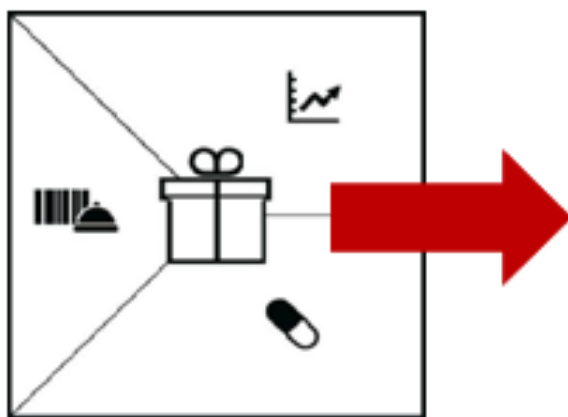
The set of customer **characteristics** that you **assume, observe** and **verify** in the market



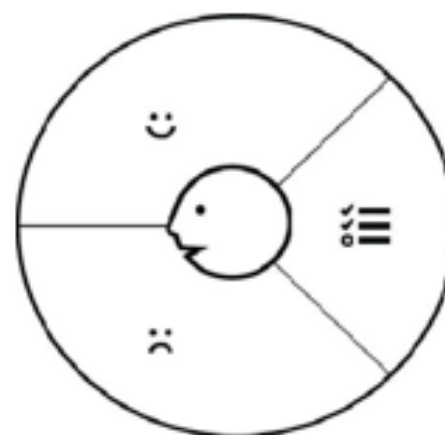
VALUE PROPOSITION CANVAS (VPC)



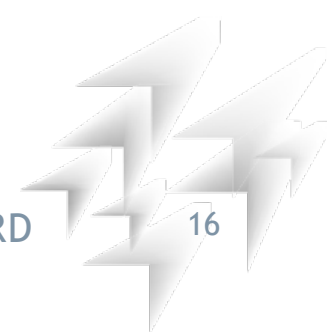
PRODUCT INSPIRED INNOVATION



Value Map



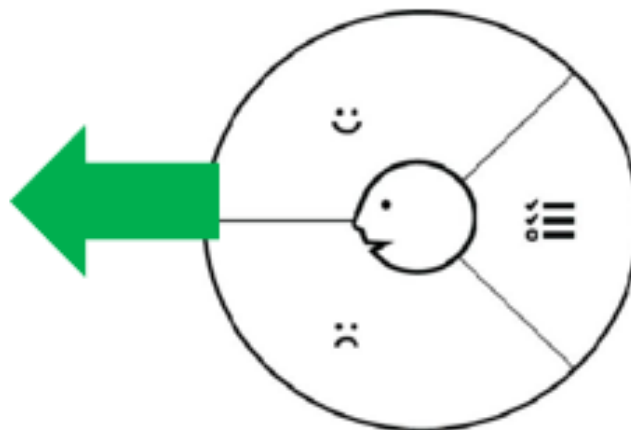
Customer Profile



CUSTOMER INSPIRED INNOVATION



Value Map



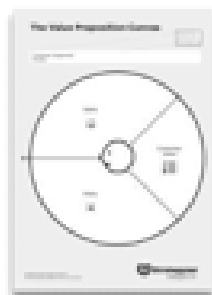
Customer Profile



CUSTOMER PROFILE OVERVIEW

OBJECTIVE: Visualize what matters to your customers in a sharable format

OUTCOME: 1 page actionable customer profile



1

Download the
Customer Profile
Canvas



2

Grab a Set of
Small Sticky
Notes

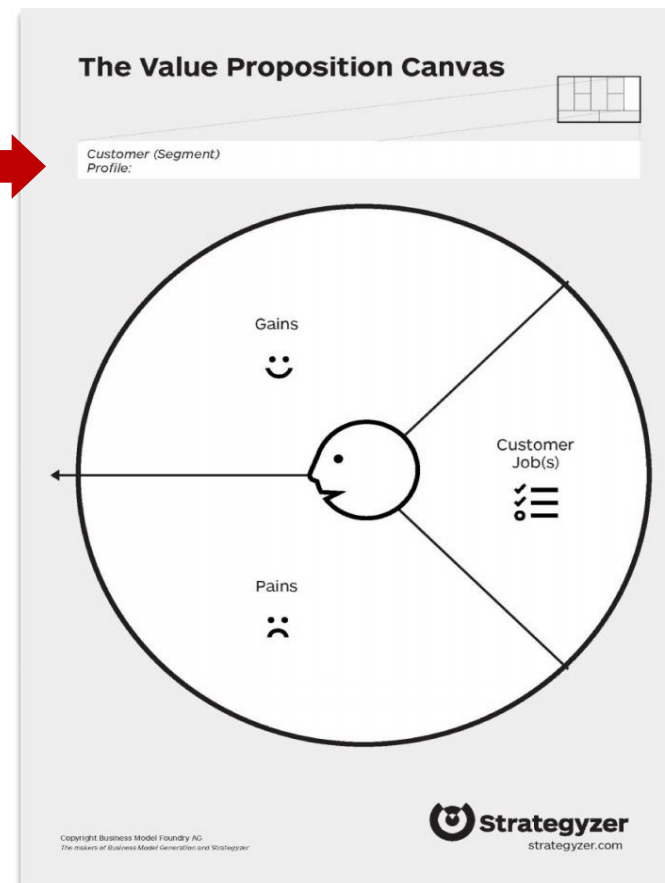


3

Map Out Your
Customer
Profile



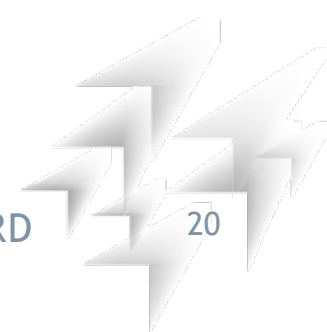
CHOOSING A CUSTOMER SEGMENT



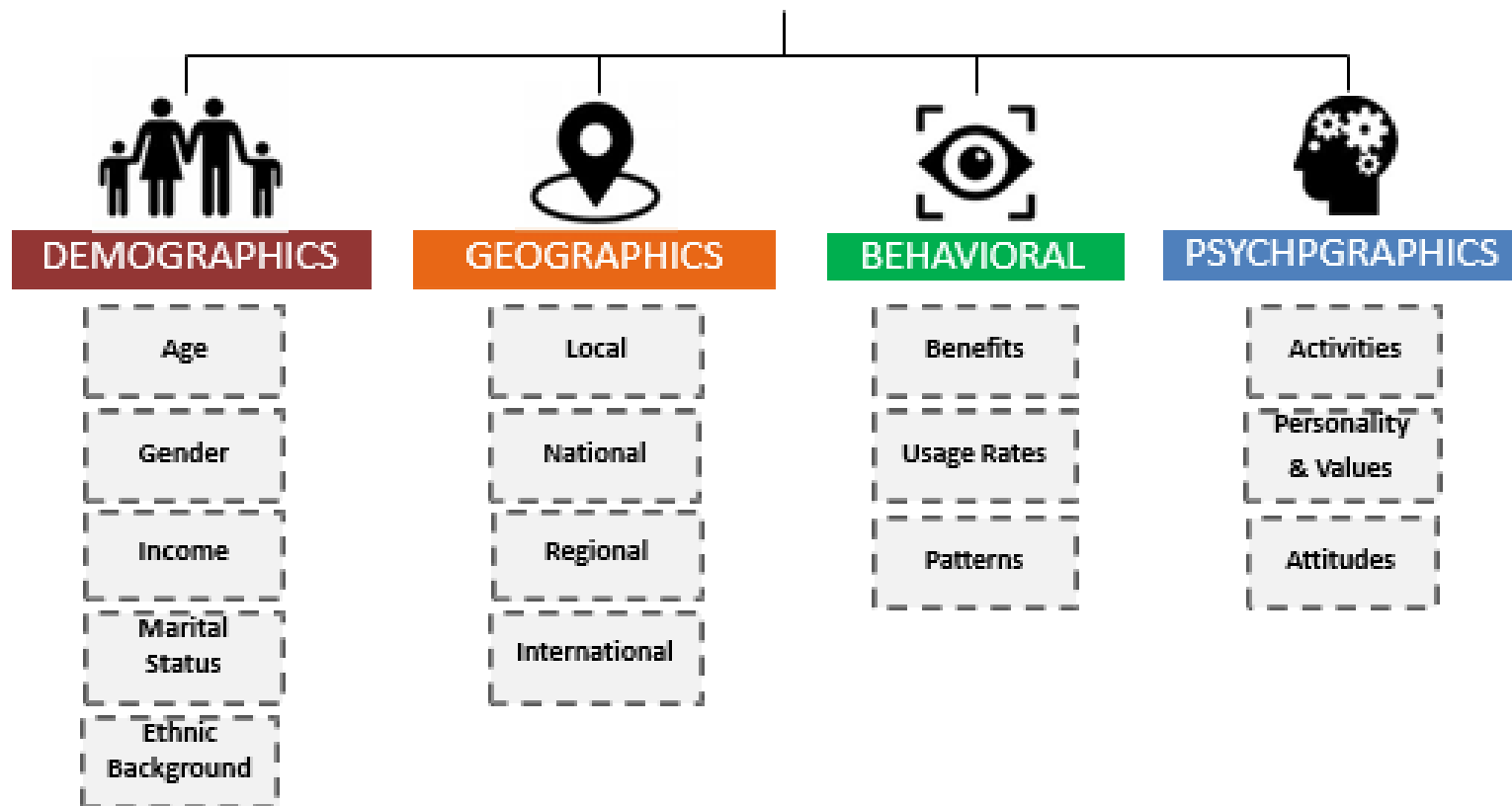
CUSTOMER SEGMENT

Definition:

The groups of people or organizations who **share similar characteristics** that you aim to reach and create value for them.



MARKET SEGMENTATION



VALUE PROPOSITION CANVAS

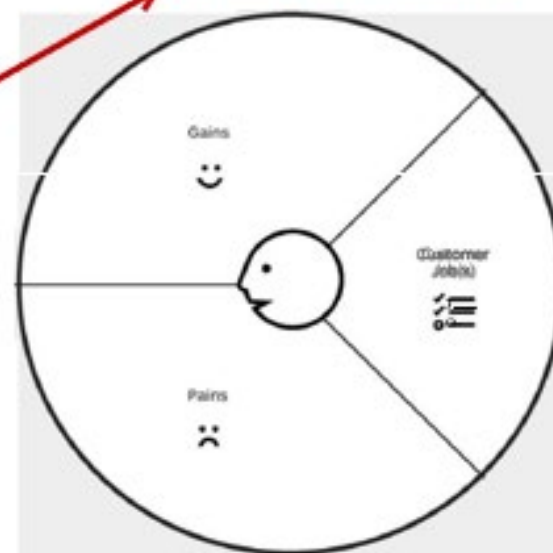


1. Customer Segment

Taxi Passengers in Amman, Jordan

The Value Proposition Canvas

Customer Segment Profile: **Taxi Passengers in Amman, Jordan**

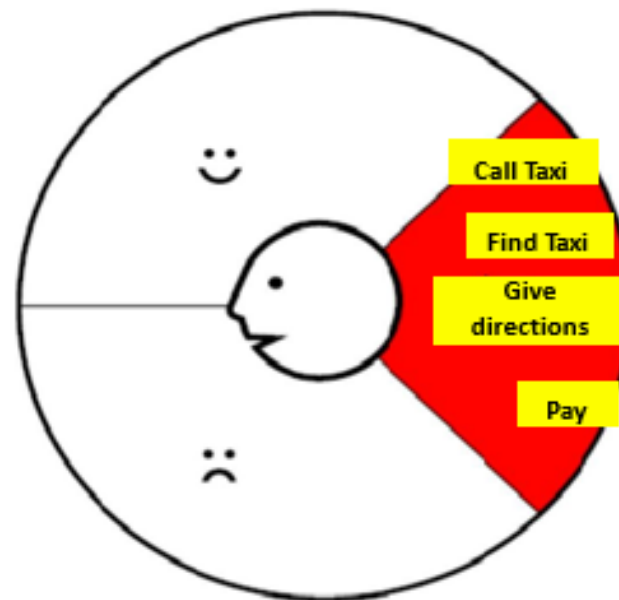


(!) Strategyzer
strategyzer.com



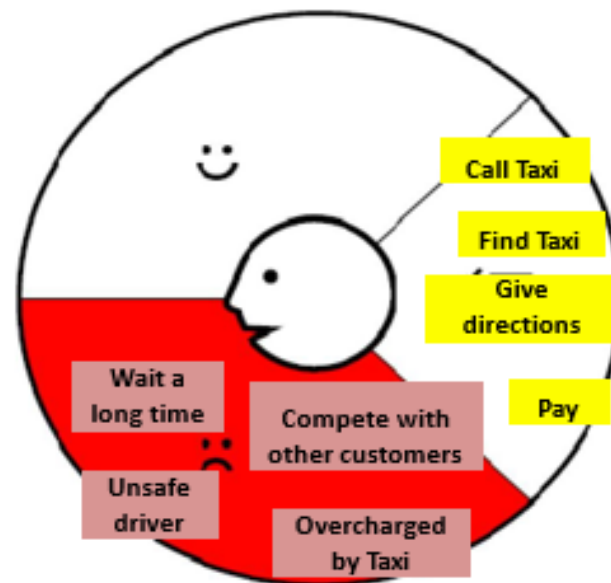
2. Customer Jobs

What customers are trying to get done?



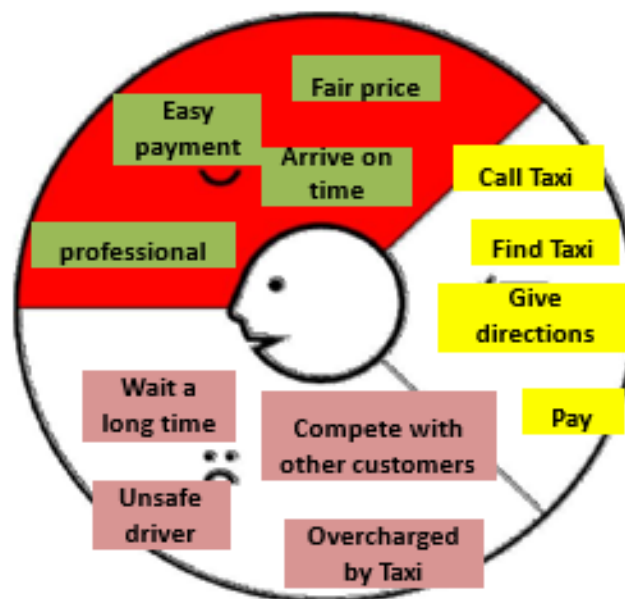
3. Customer Pains

What annoys the customer before, during & after getting job done



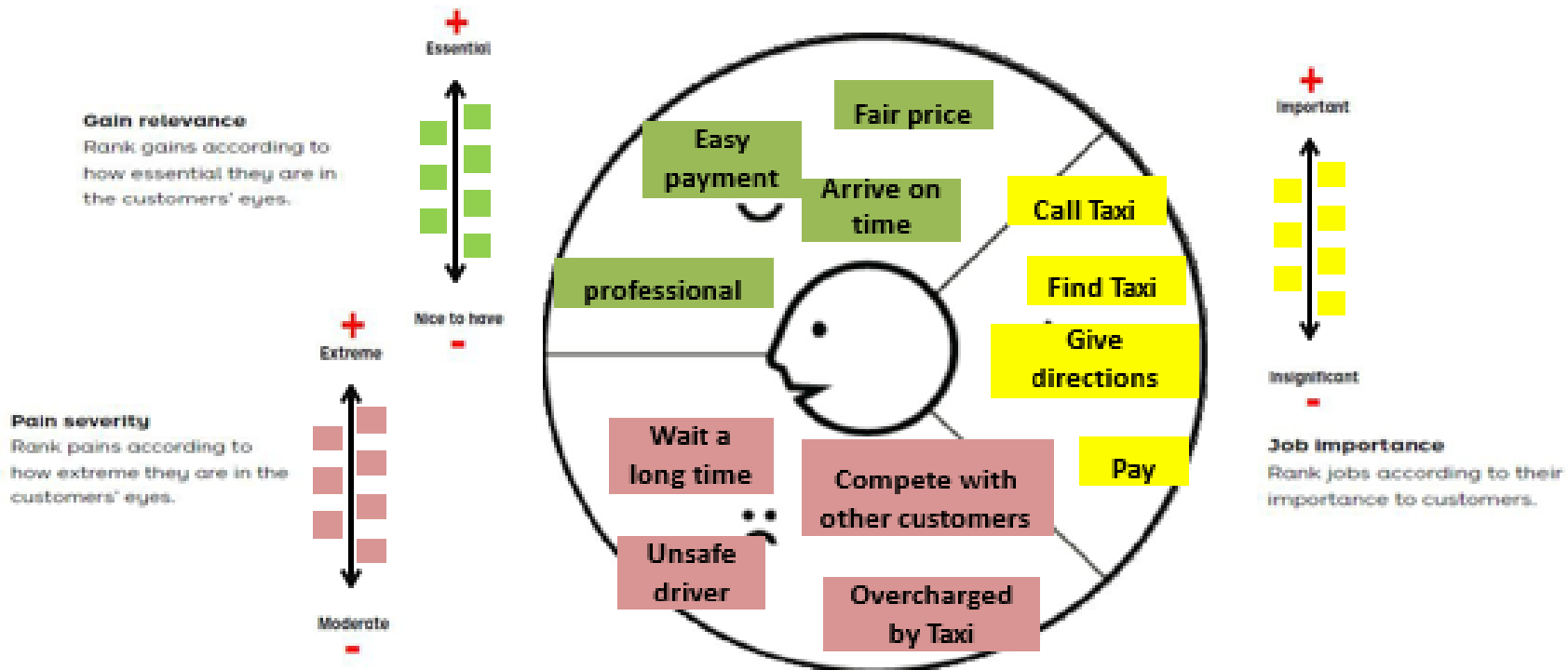
4. Customer Gains

What outcomes & benefits customers want?



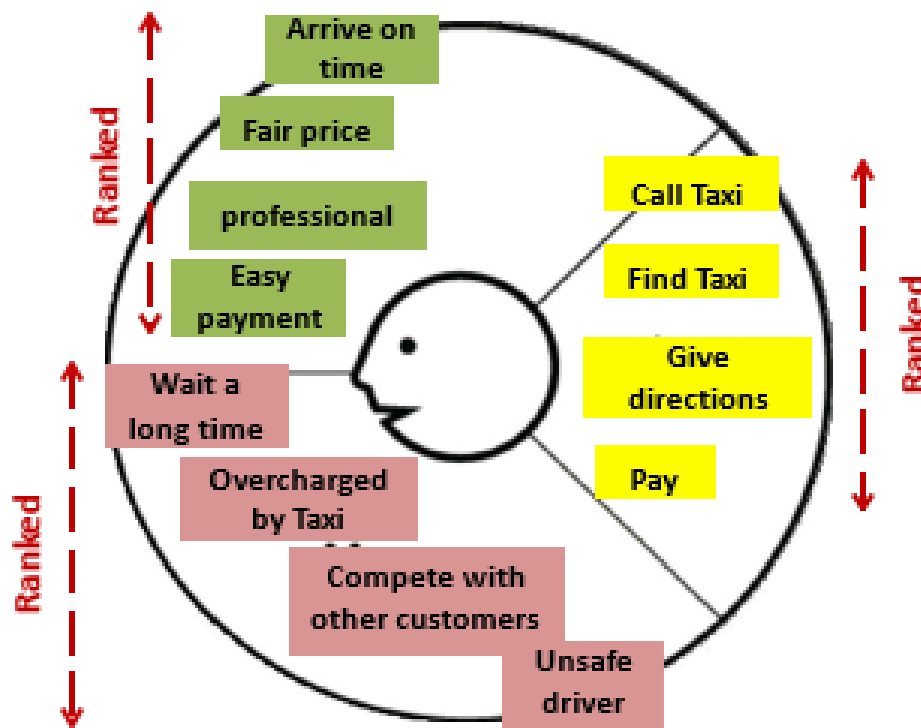
5. Ranking

What is the customer priority?



5. Ranking

What is the customer priority?



CUSTOMER PROFILE SUMMARY

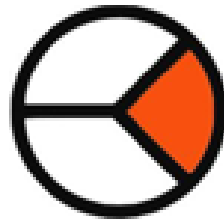
OBJECTIVE: Visualize what matters to your customers in a sharable format

OUTCOME: 1 page actionable customer profile



1

Select
customer
segment



2

Identify
customer
Jobs



3

Identify
customer
pains



4

Identify
customer
gains



5

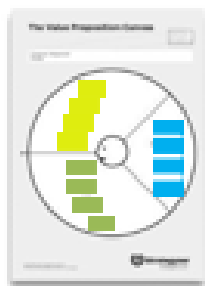
Prioritize
jobs, pains
& gains



VALUE MAP OVERVIEW

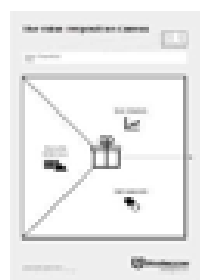
OBJECTIVE: Describe explicitly how your products and services create value

OUTCOME: 1 page map of value creation



1

Grab the Customer Profile you previously completed



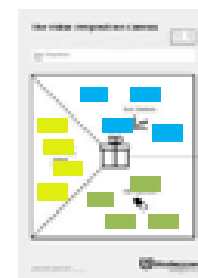
2

Download the Value Map Canvas



3

Grab a Set of Small Sticky Notes

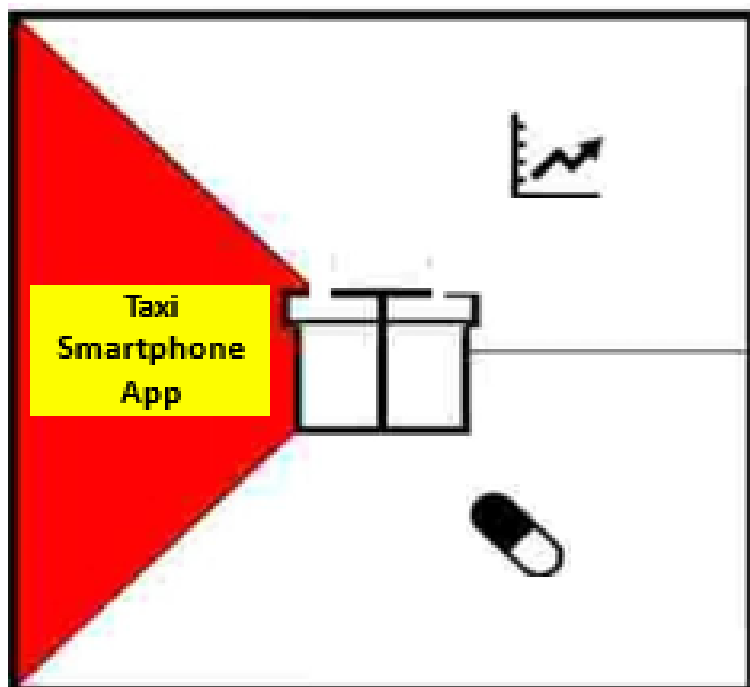


4

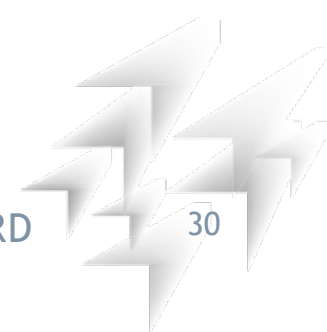
Map out how you create value for your customers



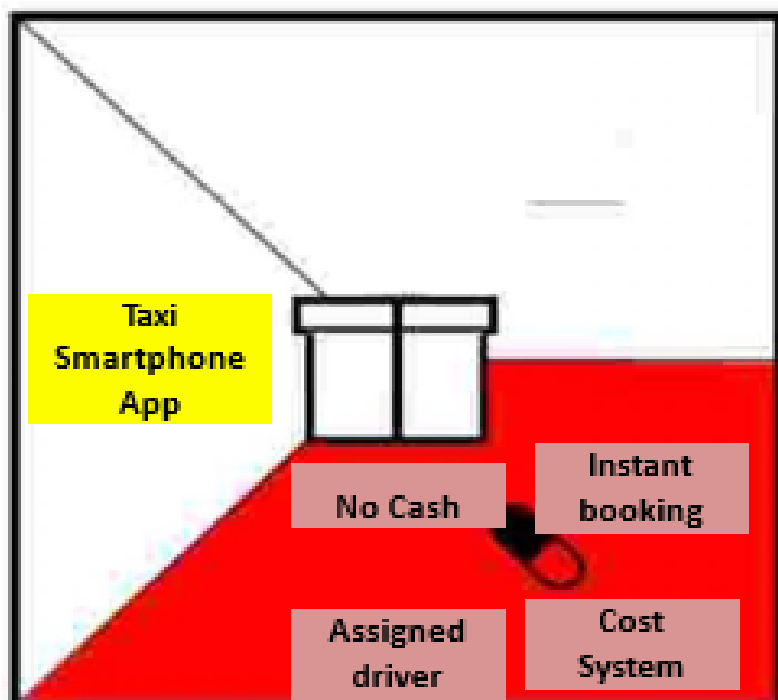
1. PRODUCTS & SERVICES



What you offer customers



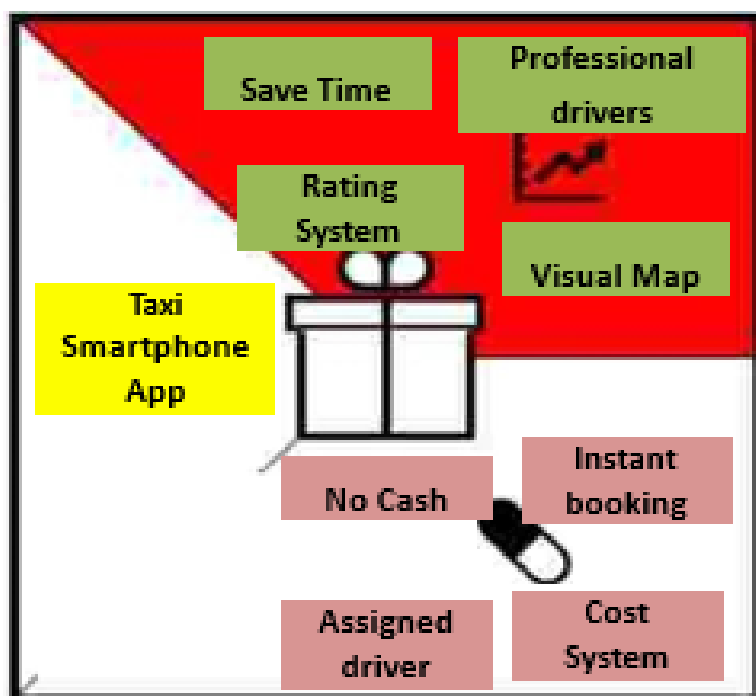
2. PAIN RELIEVERS



How exactly your products and services alleviate specific customer pains



3. GAIN CREATORS

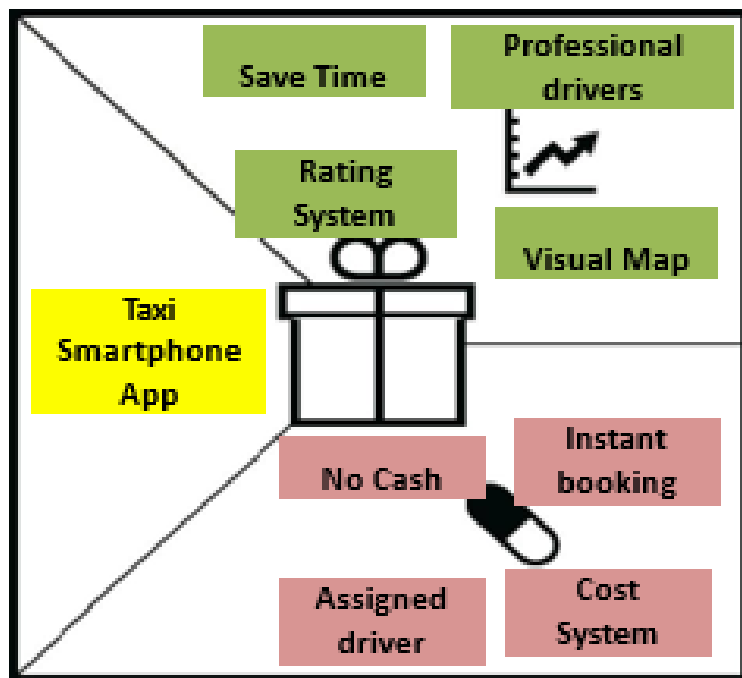


How your products and services create customer gains

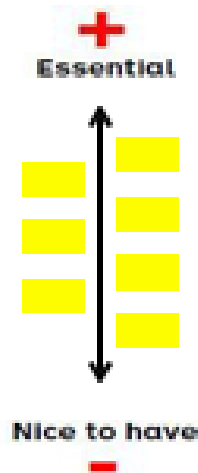


VALUE PROPOSITION CANVAS

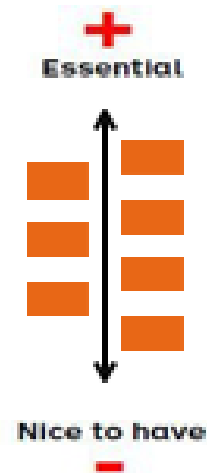
CHAIN REACTIONS



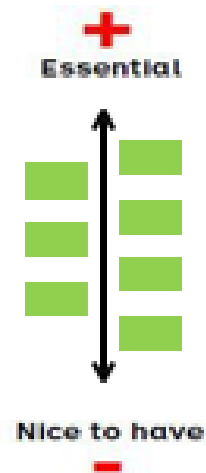
Products & Services
Rank products & services from nice to have to essential



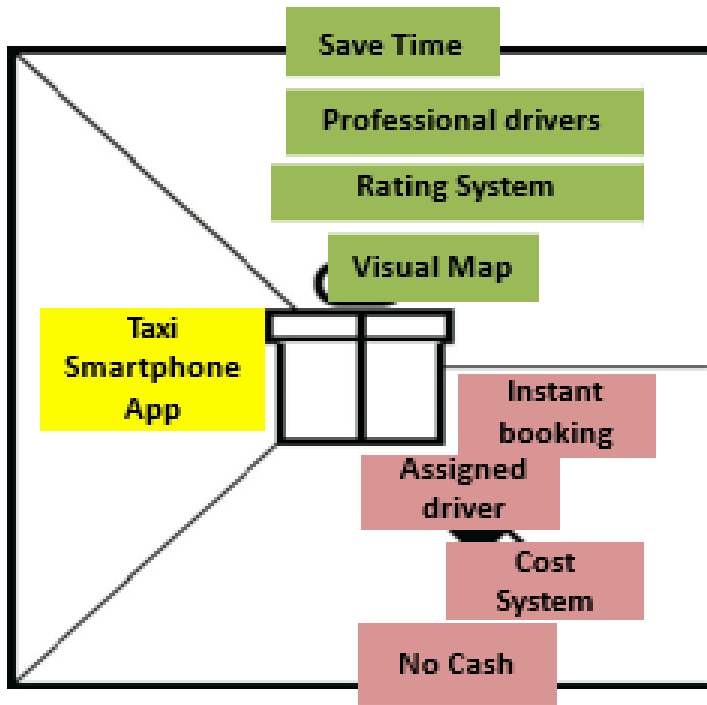
Pain Relievers
Rank pains from nice to have to essential



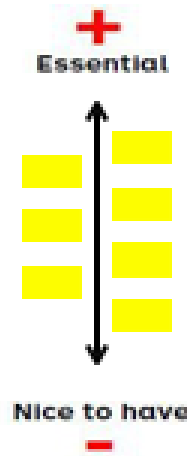
Gain Creators
Rank gains from nice to have to essential



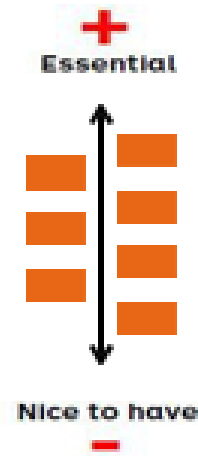
RANKED



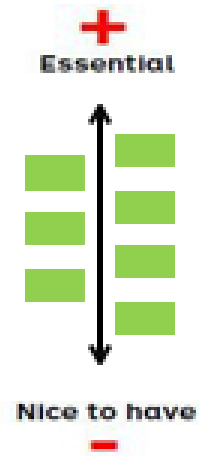
Products & Services
Rank products & services from nice to have to essential



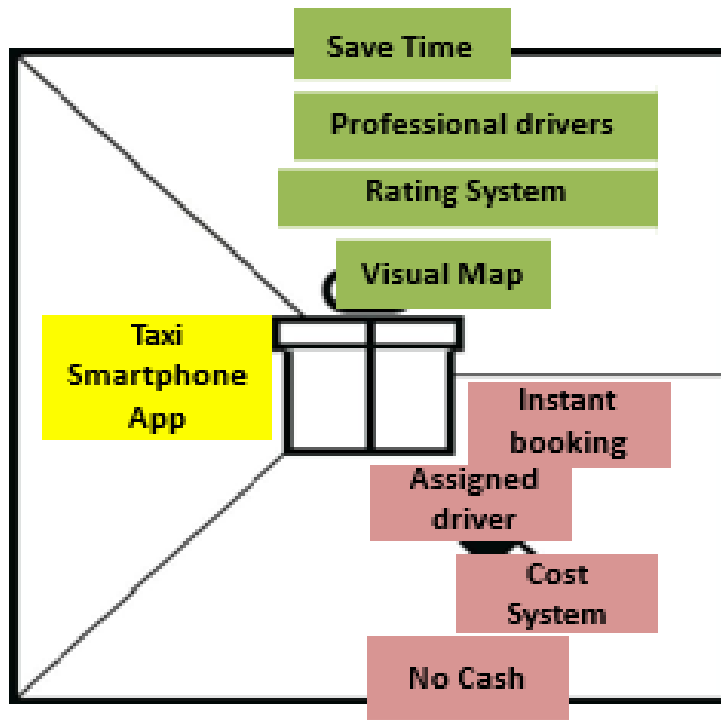
Pain Relievers
Rank pains from nice to have to essential



Gain Creators
Rank gains from nice to have to essential



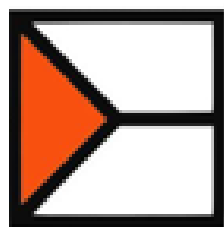
Ranked VPC



VALUE MAP SUMMARY

OBJECTIVE: Describe explicitly how your products and services create value

OUTCOME: 1 page map of value creation



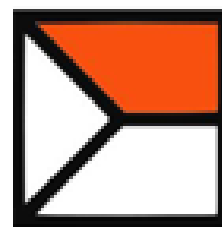
1

List products and services



2

Outline pain relievers



3

Outline gain creators



4

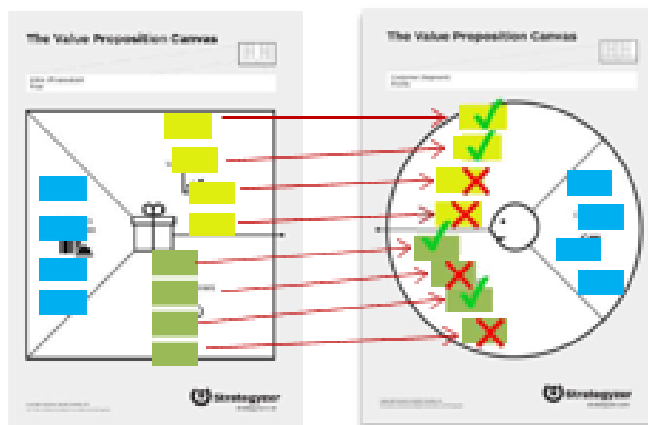
Rank by order of importance



FIT OVERVIEW

OBJECTIVE: Verify if you are addressing what matters to customers

OUTCOME: Connection between your products and services and customer jobs, pains, and gains



1

Bring in the Value Proposition Map and Customer Segment Profile you completed earlier.

2

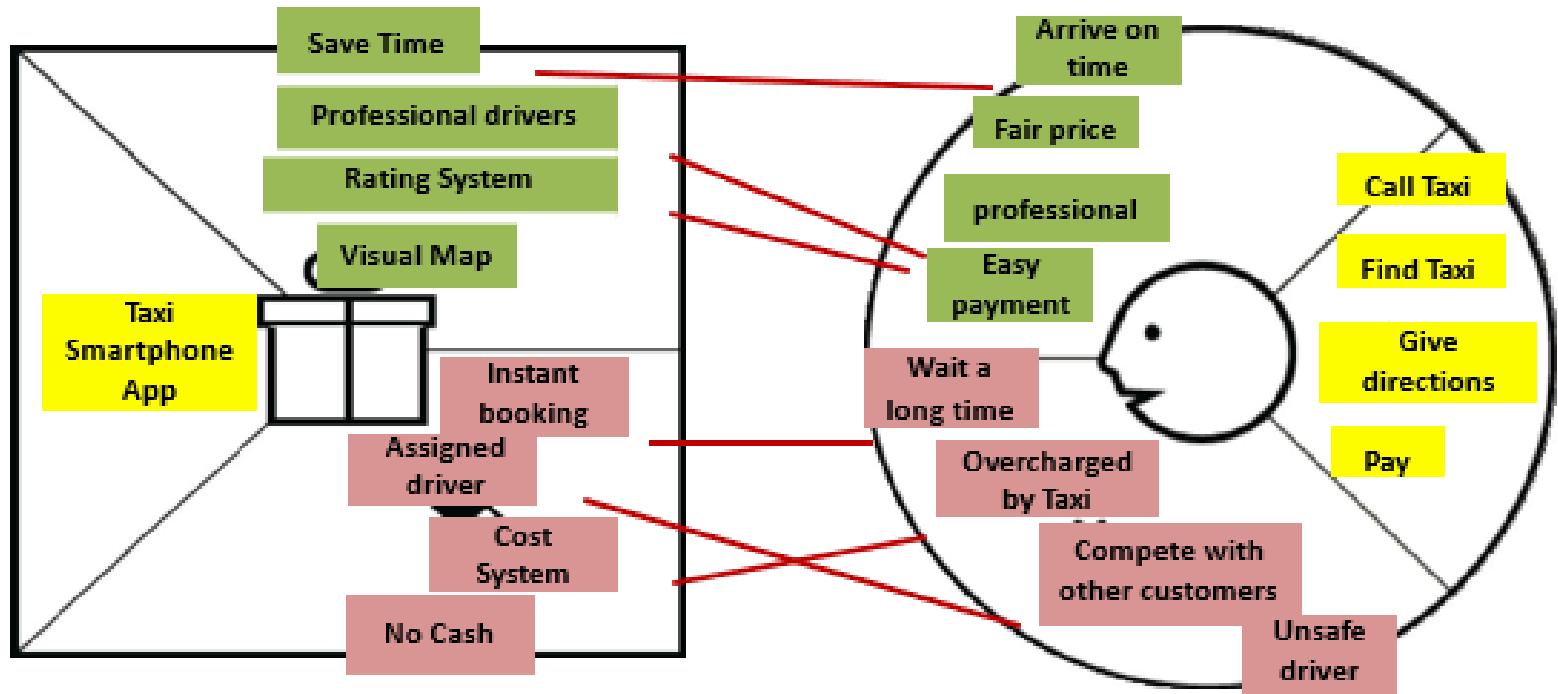
Go through Pain Relievers and Gain Creators one by one, and check to see whether they fit a customer job, pain, or gain.

3

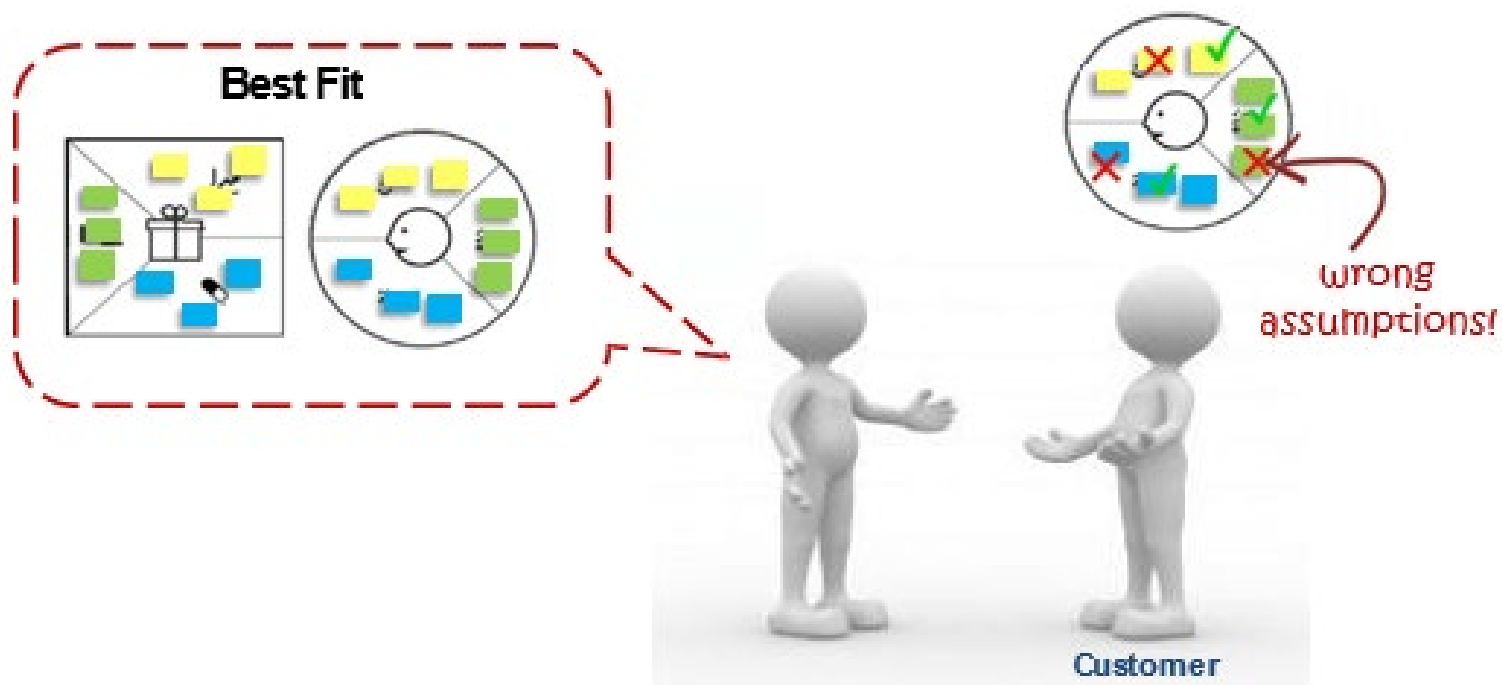
Put a check mark on each one that does.



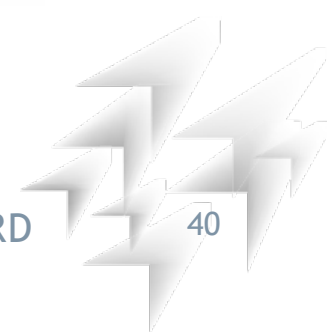
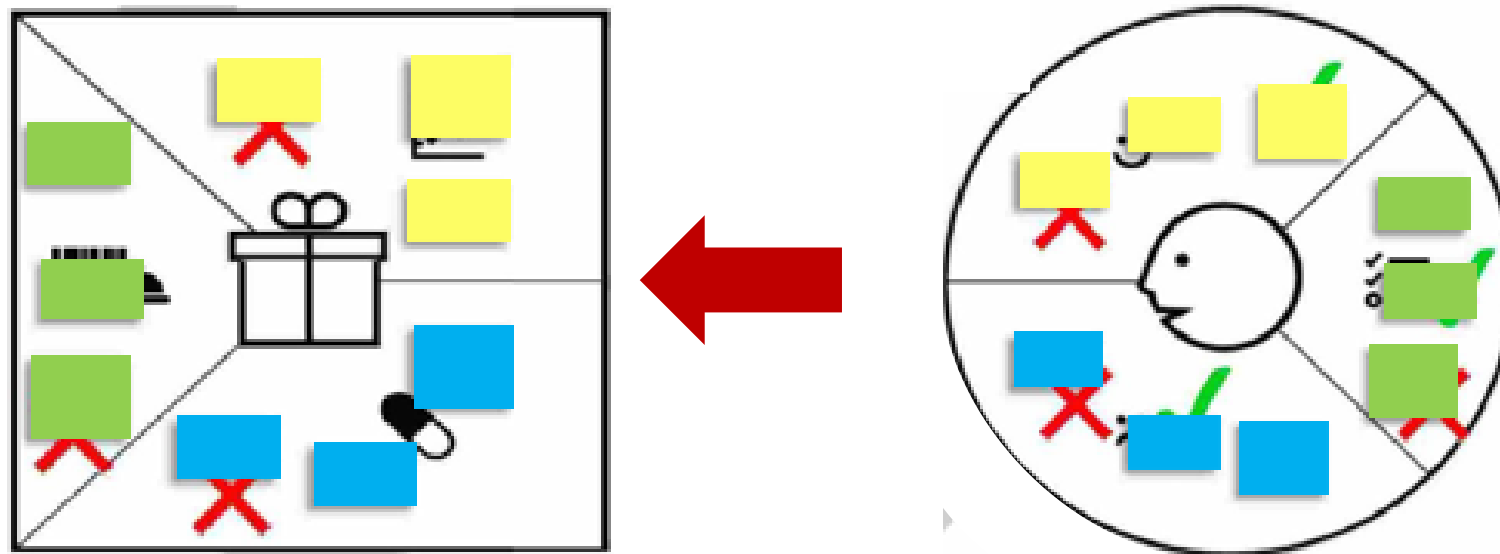
TAXI SMARTPHONE APPLICATION



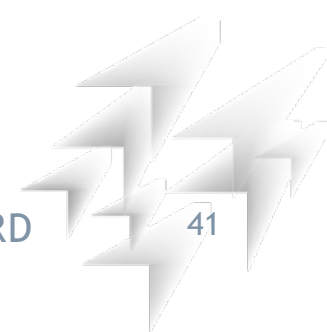
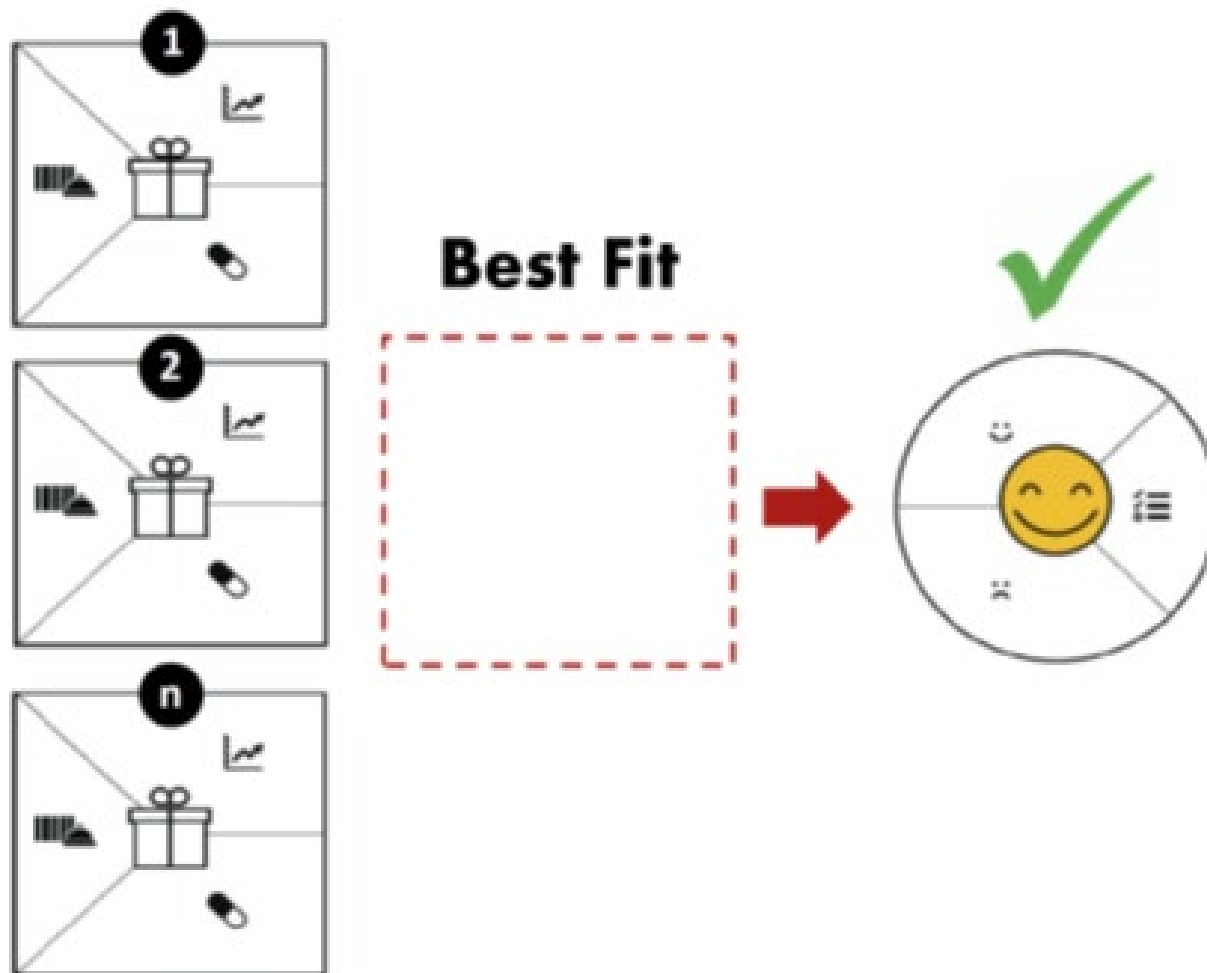
TEST YOUR CUSTOMER ASSUMPTIONS



ADJUST & REDESIGN



VALUE PROPOSITION CANVAS



ad-lib

VALUE
PROPOSITION
TEMPLATE

Our Taxi Smartphone App
Products and Services

help(s) Taxi passengers
Customer Segment

who want to
book a taxi
jobs to be done

by minimizing waiting time for a taxi
verb (e.g., reducing, avoiding) verb (customer goal)

And enjoying affordable prices
verb (e.g., increasing, enabling) verb (customer goal)

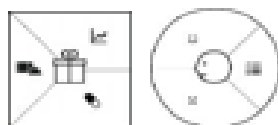
(unlike Typical taxi services by phone
competing value proposition)

Strategyzer.com/vpd



SUMMARY

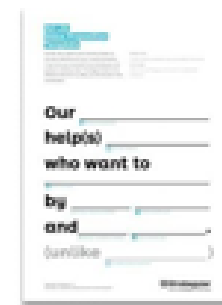
1.



The *Value Proposition Canvas (VPC)* helps clarify the **customer needs** & how to **create value** for them

2.

Extract value propositions using **ad-libs**



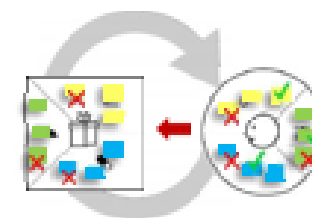
3.

Validate by talking to customers

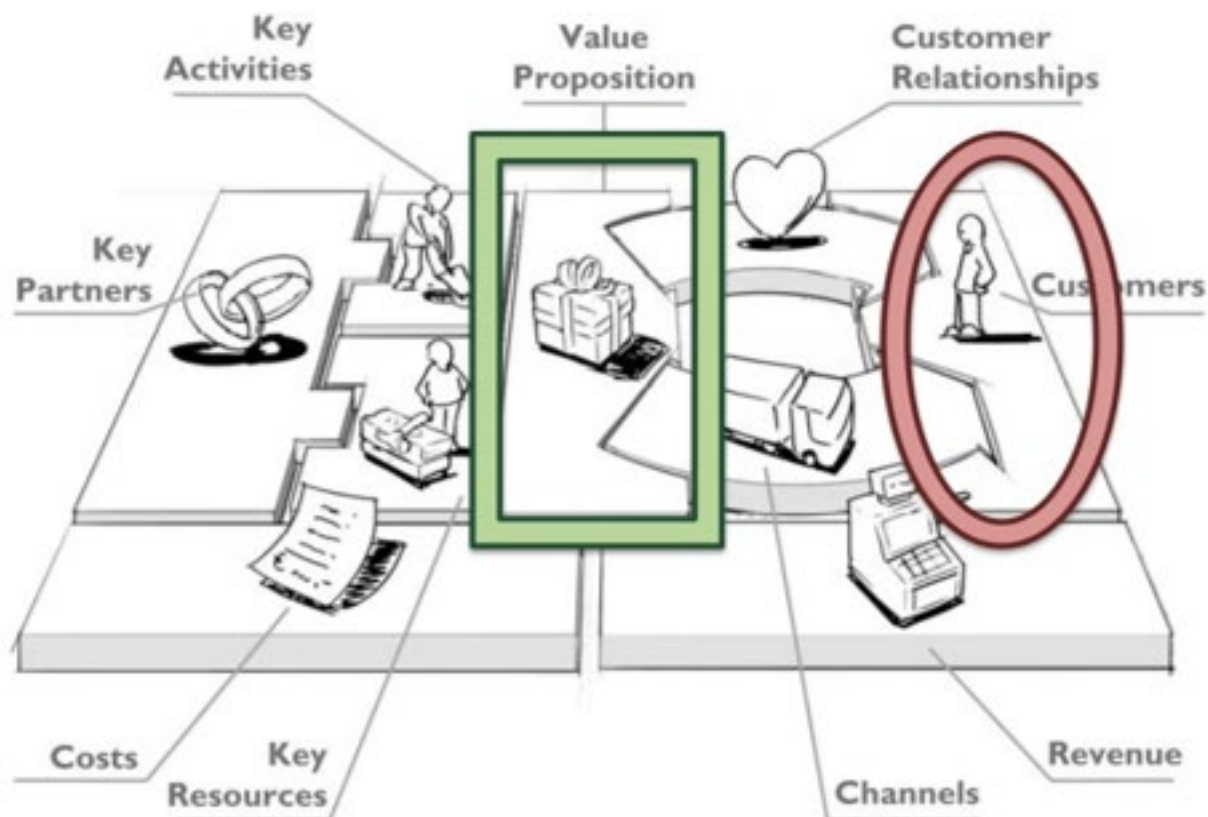


4.

Take insights and update VPC



BUSINESS MODEL CANVAS (BMC) & VALUE PROPOSITION CANVAS (VPC)



CONCEPT: MINIMUM VIABLE PRODUCT



The MVP is that version of a new product which allows one to collect the maximum amount of validated learning about customers with the least effort (B-M-L cycle). Designed to test business hypotheses, its goal is to start the learning process, not end it (as opposed to traditional processes).

