

Value Proposition Design

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Value Proposition Canvas



Who is it for?



Why will they buy it?



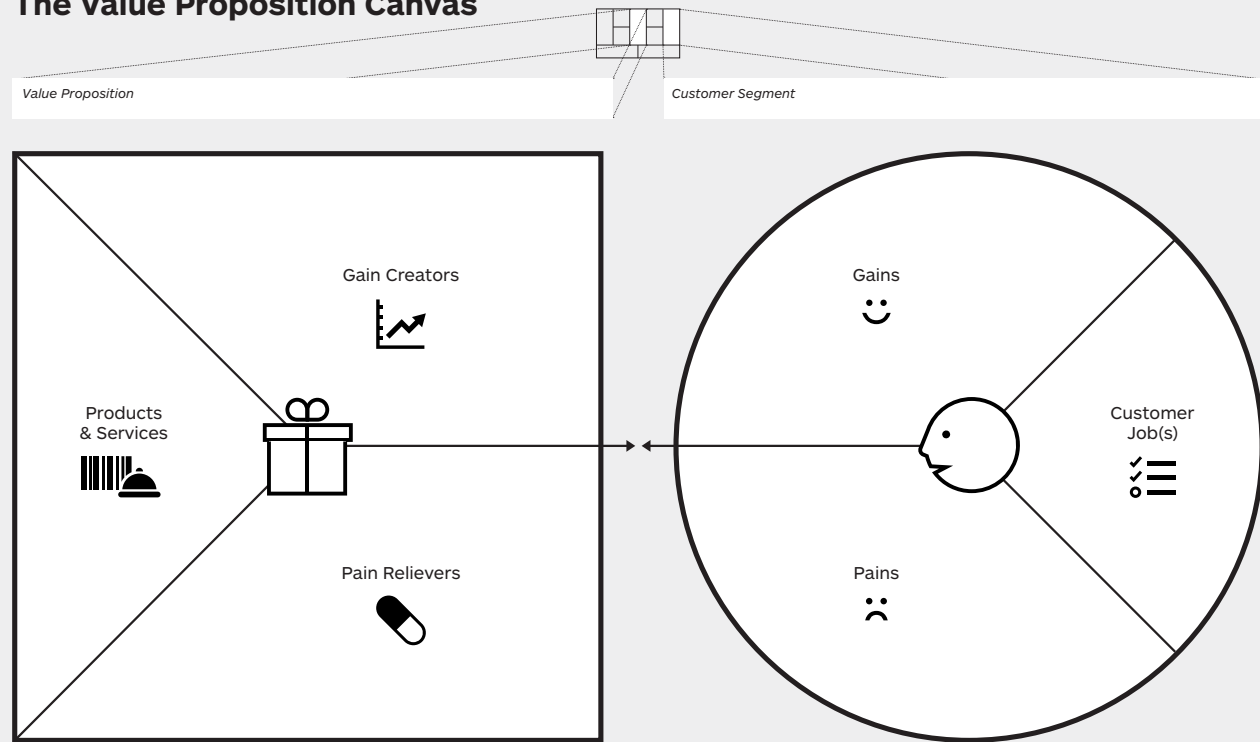
Why will they buy it *from you?*

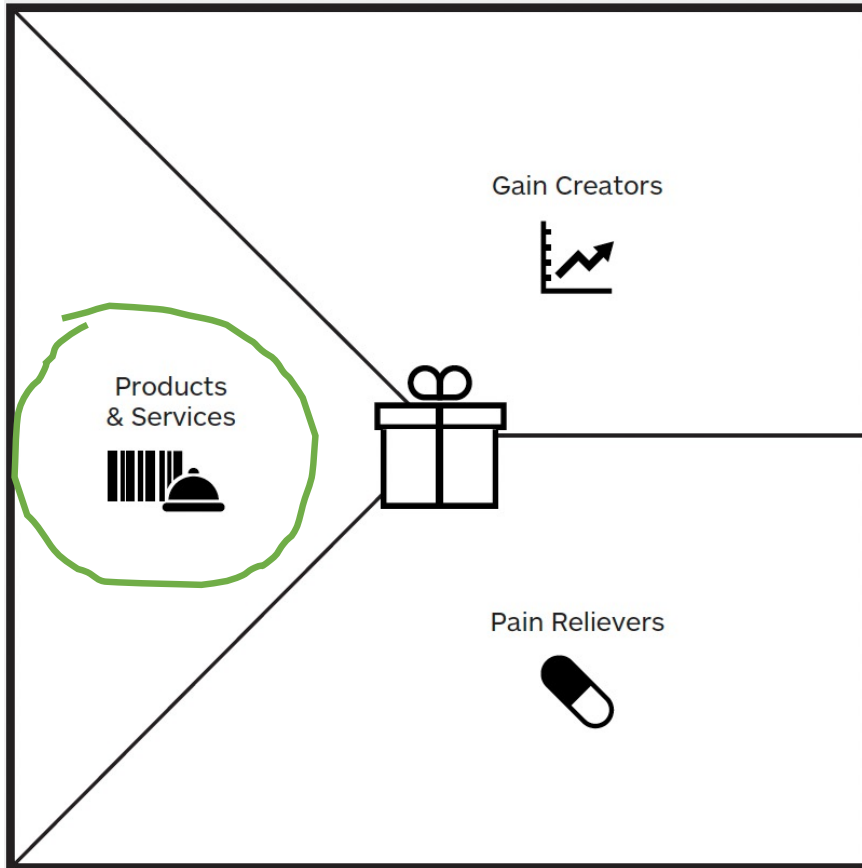
What do you offer your customer to create gains?

What products/services do you offer your customer to help them get jobs done?

What do you offer your customer to help them relieve pain?

The Value Proposition Canvas

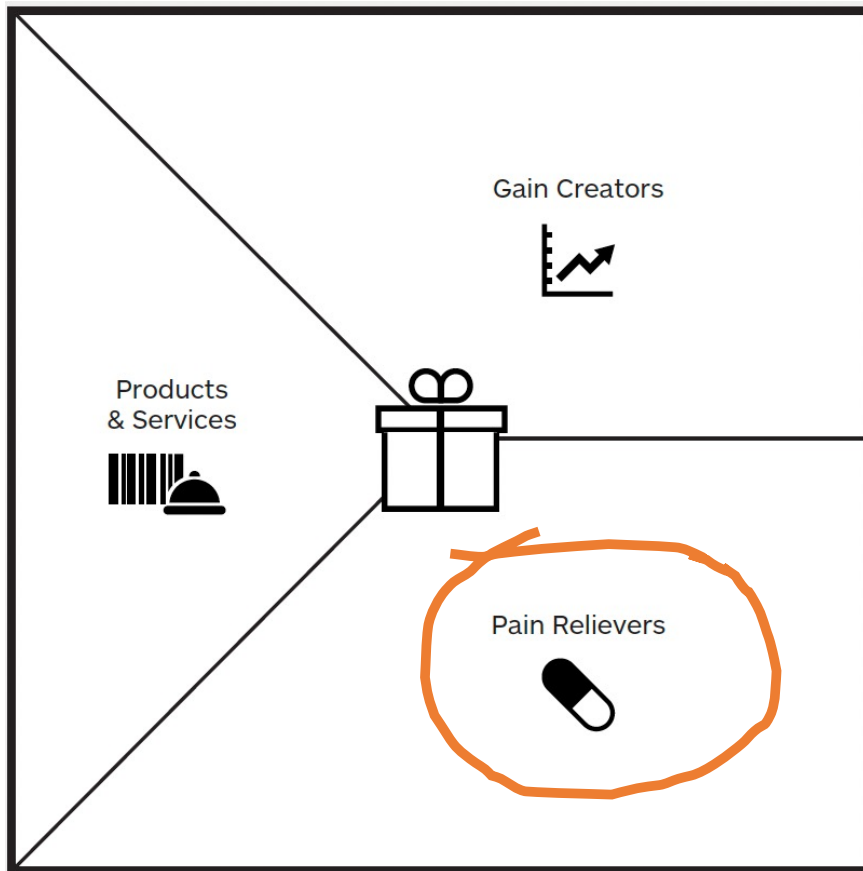




Products & Services

A list of what you offer.

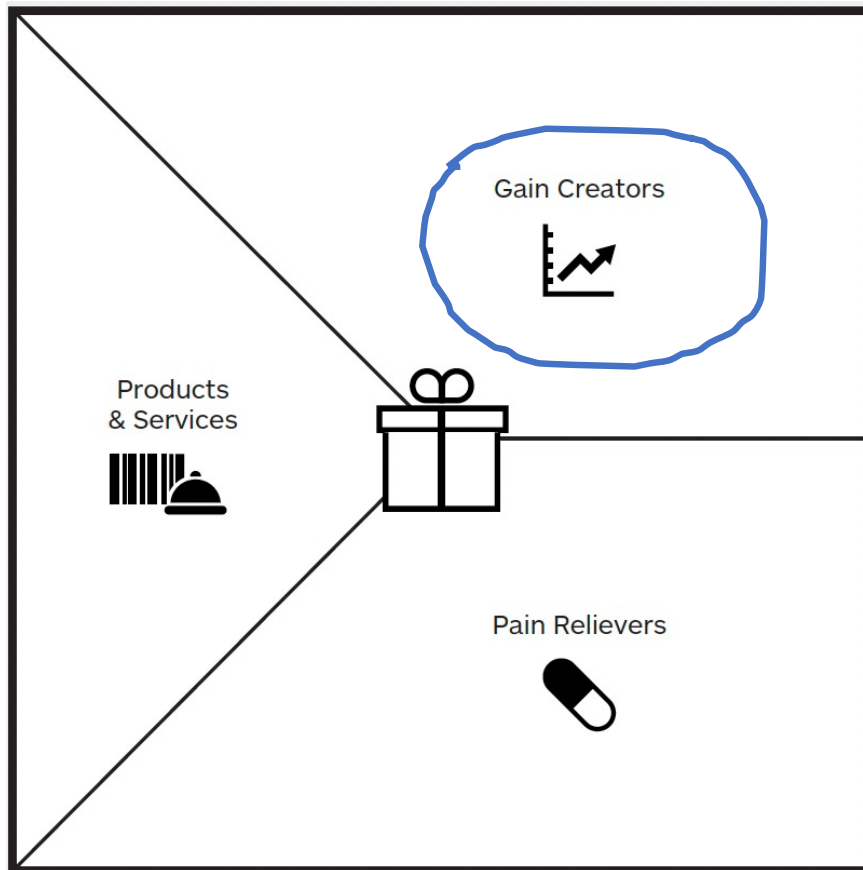
- Physical/tangible
- Intangible
- Digital
- Financial



Pain Relievers

Describe how exactly your products & services alleviate specific customer pains.

Eliminate or reduce some of the things that annoy your customers before, during or after they are trying to complete a job or that prevent them from doing so.



Gain Creators

Describe how your Products & Services create customer gains.

How you intend to produce outcomes and benefits that your customer:

- Expects
- Desires
- Would be surprised by

Include

- Functional utility
- Social gains
- Positive emotions
- Cost savings

Exercise



1. List the Brown's Products and Services



2. List Pain Relievers and Gain Creators their product/service provide



3. Rank Products/Services, Pain Relievers, Gain Creators from most essential to nice to have



Value Propositions

- **The bundle of products and/or services that caters to the requirements of a specific Customer Segment**
- **Solve a problem or satisfies a need**
- **The reason customers turn to one organization over another**

A Bank, is a
bank, is a
bank



If true how then why are some so much more successful than others?



Why did you choose your bank?

Accessibility to Capital

Technology

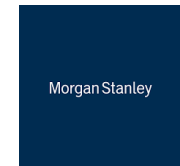
Convenience

Industry Experience

Relationship & Reliability

Delivery Channel & Ancillary Services

Customer Service



Other Examples

Value Proposition

- Happiness
- Performance
- Customization
- Design
- Brand/status
- Price
- Fast delivery
- Accessibility
- Convenience/usability

Company

Rolex
Walmart
Spotify
Coca-cola
Intel
Uber
Target
Amazon
Nike

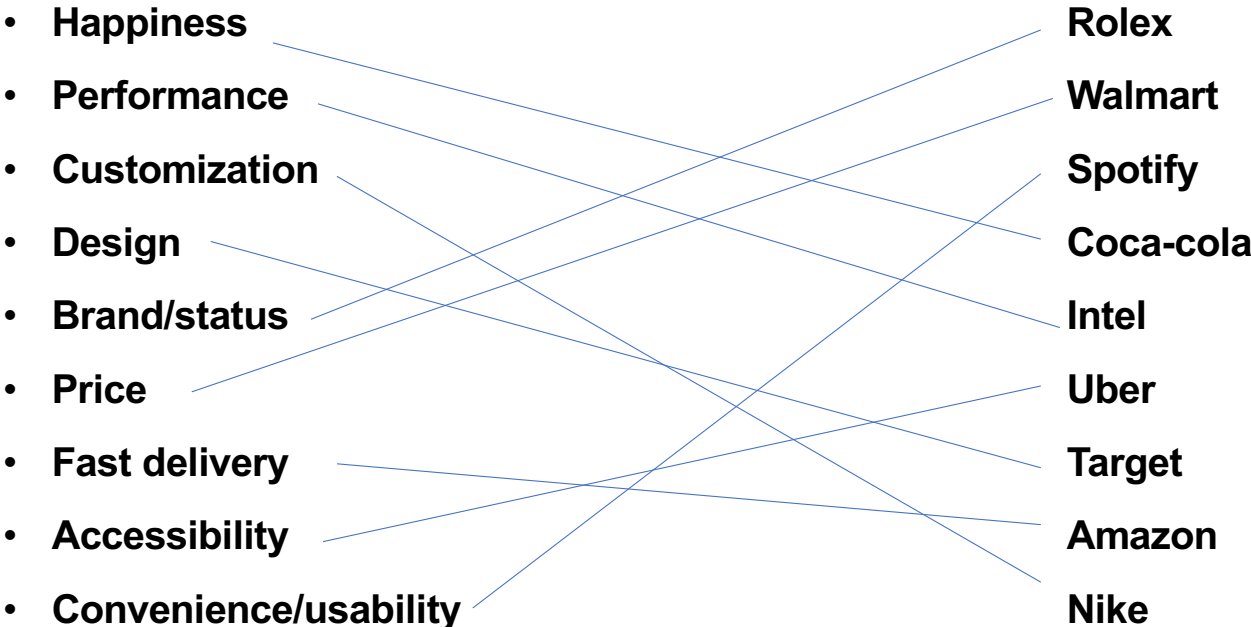
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- Walmart
- Spotify
- Coca-cola
- Intel
- Uber
- Target
- Amazon
- Nike



Value Proposition Trigger Questions

What value do the Brown's deliver to the customer?

- Which of the customer's problems are they helping to solve?
- Which customer needs are they satisfying and pains relieving?
- What bundles of products and services are they offering to each Customer Segment to help get jobs done?
- What value do we deliver to the customer?
- What do you offer to your customer to create gains?

Exercise



What are the Brown's Value Propositions?



Brainstorm before trying to complete the worksheet



Consolidate your ideas to complete the worksheet

Learning Objectives

- Understand how the Value Proposition Canvas helps to identify unique Value Propositions, based on customer needs and wants.
- Products and services create value only in relationship to specific customer segment – and only relative to customers' jobs, pains and gains.
- Great value propositions are about making choices regarding which jobs, pains and gains to address and which to ignore.