

Week 4: Value to your users

Agenda

Recap of last week's session:

Mission Model Canvas, Product Discovery, Customer Discovery

Product Lifecycle:

Zooming out to see the various stages

Value Proposition Canvas:

Discovery meets ideation

Where do we go from here?

Project RevAMPD

Recap of last week's session

- Mission Model Canvas
- Product Discovery
- Customer Discovery

PURPOSE OF PRODUCT DISCOVERY

To address:

- **Value risk:** Will the beneficiary choose to use this product?
- **Usability risk:** Will the user know how to use this product?
- **Feasibility risk:** Can we build this product?
- **Business viability:** Will this solution work for our business?

WHY DO YOU NEED USER RESEARCH

- **Design better products**
- **Mitigate usability and value risks**
- **Validate your product ideas**
- **Save costs, time, and effort**

USER RESEARCH METHODS THAT WE'LL COVER

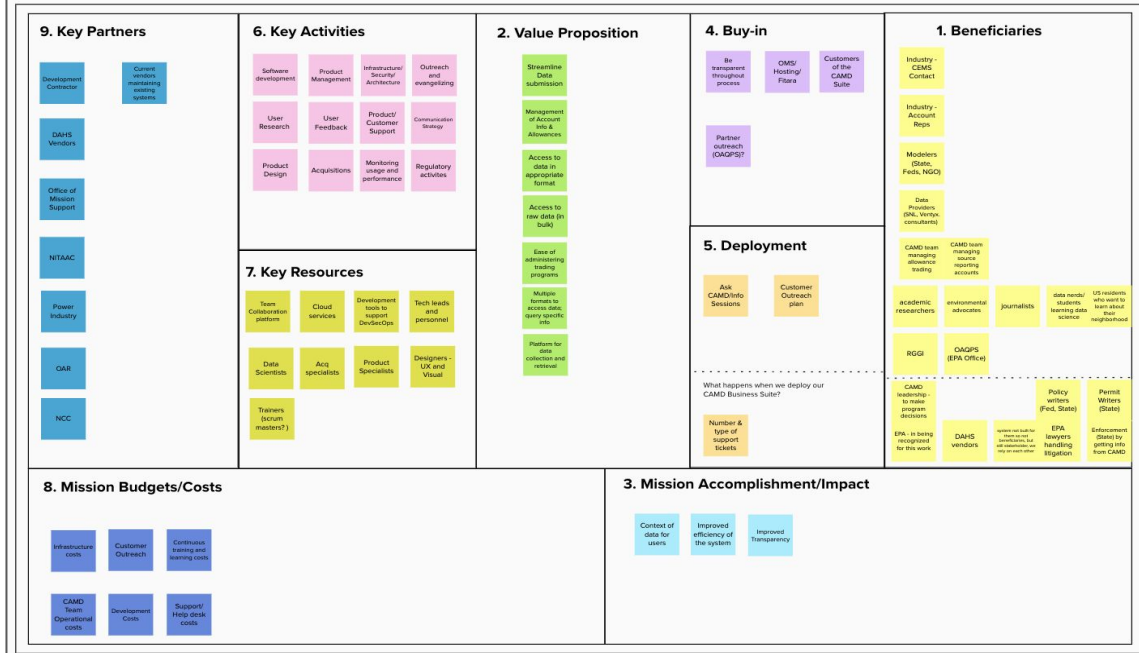
- **Conducting user interviews**
- **Identifying use cases**
- **Drafting user flows**
- **Creating personas**
- **Creating journey maps**
- Usability testing + heuristic evaluations
- Recruitment for research participants

Forthcoming

CAMD SUITE - MISSION MODEL CANVAS

CAMD Suite - Mission Model Canvas

For the EPA, industry and public, who need to comply with or understand regulatory air programs, the CAMD Suite will be an easily accessible, intuitive, and adaptable tool that cost-effectively and securely collects and disseminates high-quality data, empowering its users with transparent data to hold industry and government accountable.



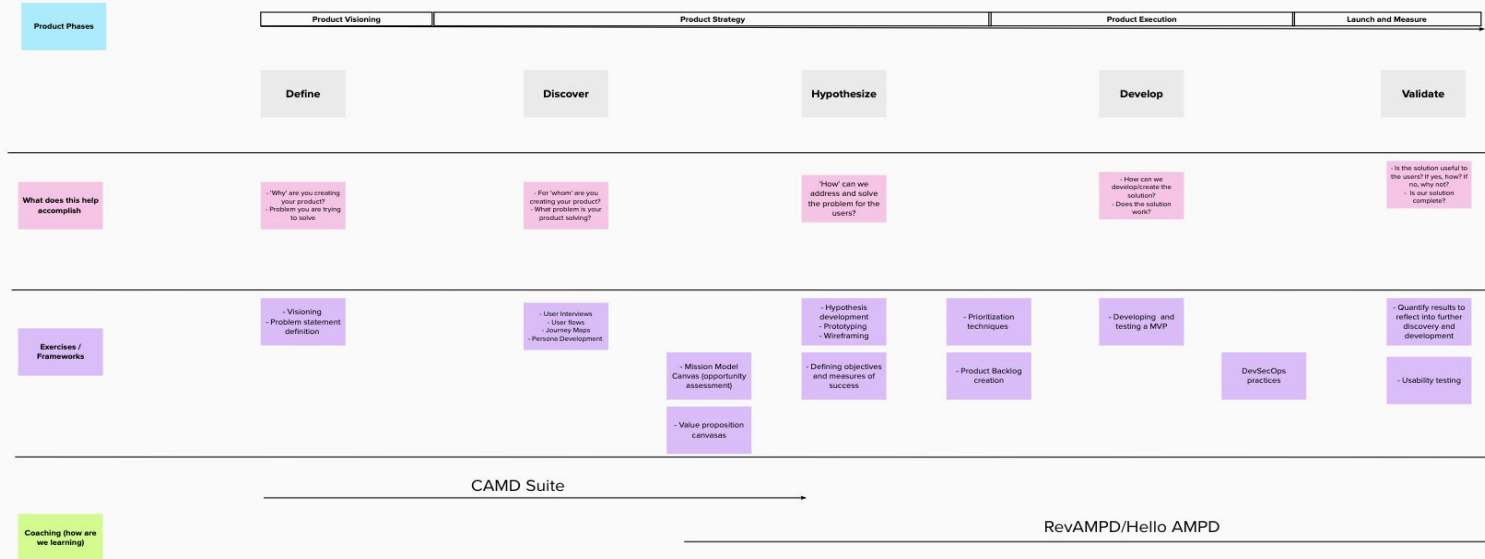
WHAT IS A MISSION MODEL CANVAS?

A Mission Model Canvas collates information about the customers and beneficiaries, the value proposition, impact, and costs of the product.

Zooming out

WHERE ARE WE NOW

* Cross section of a product lifecycle



* This is an iterative process and not linear. Shown as linear to highlight the various stages

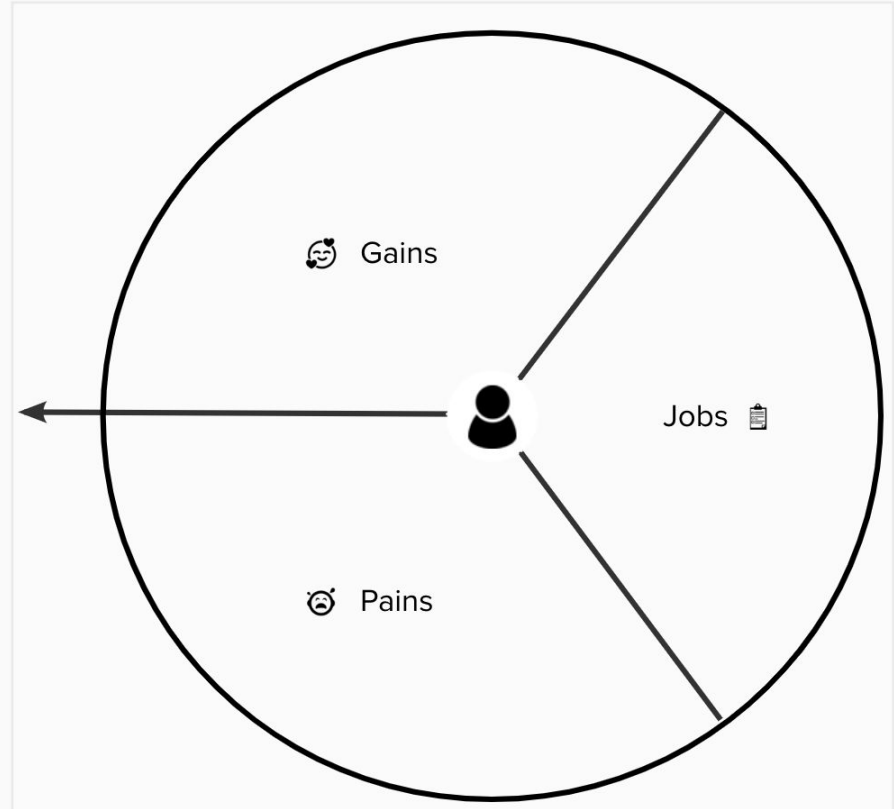
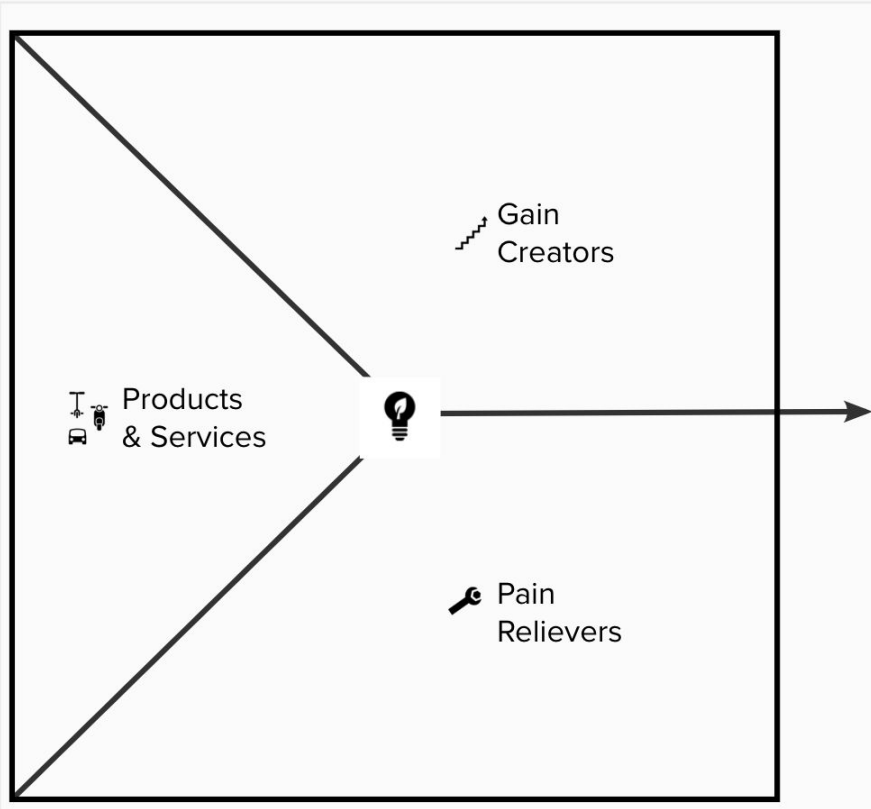
Mural link Cross-section of a product life cycle

Value Proposition Canvas

WHAT IS A VALUE PROPOSITION CANVAS?

A Value Proposition Canvas is a framework to visualize, design, and test the value proposition with customers

WHAT IS A VALUE PROPOSITION CANVAS?



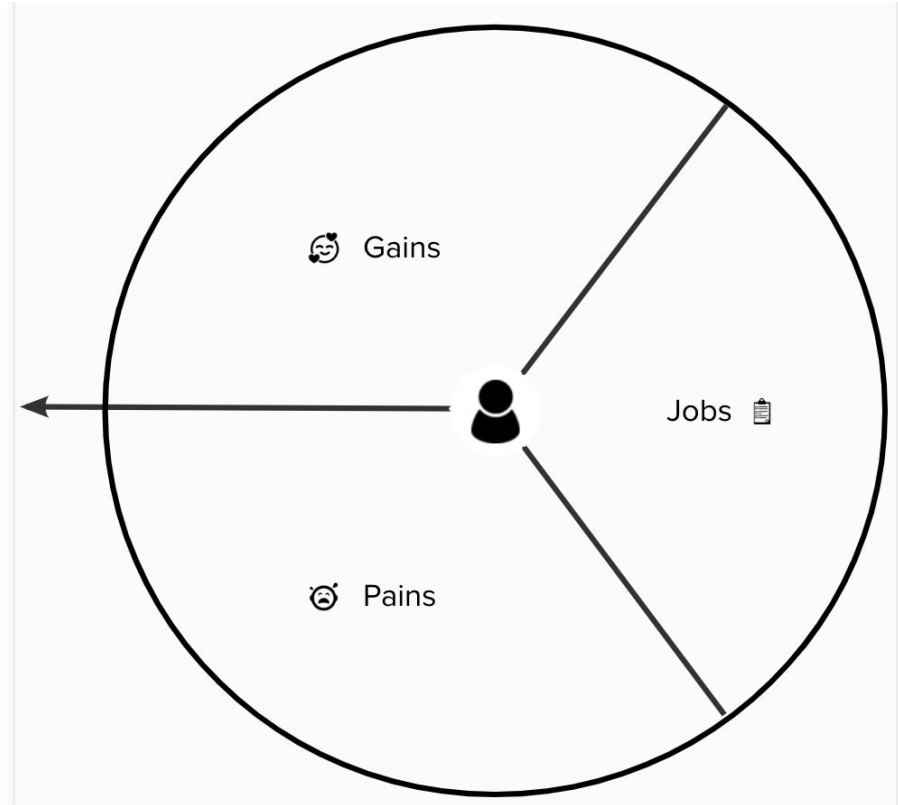
WHAT IS A VALUE PROPOSITION CANVAS?

A Value Proposition Canvas contains both the customer profile and the value proposition

WHAT IS A CUSTOMER PROFILE?

Customer profiles consist of:

- **Customer jobs**
- **Pains**
- **Gains**



WHAT IS A CUSTOMER PROFILE?

Customer profiles help visualize characteristics of your beneficiaries in more detail

WHAT IS A CUSTOMER PROFILE?

Customer profiles get clearer as you learn more about your beneficiary segments

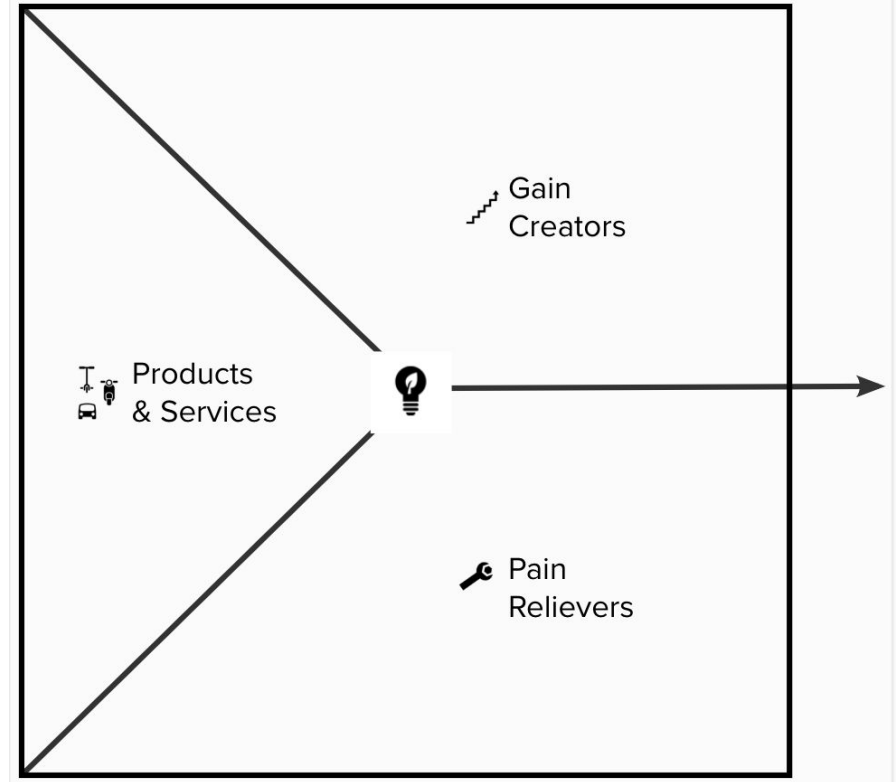
WHAT IS A CUSTOMER PROFILE?

Customer profiles describe the customer's motivation and need behind using the product

WHAT IS VALUE PROPOSITION?

A value proposition consists of:

- **Products and services**
- **Pain relievers**
- **Gain creators**



WHAT IS VALUE PROPOSITION?

A value proposition is a map describing the value your products/services/features generate for your beneficiary segment

WHY USE THE VALUE PROPOSITION CANVAS?

To identify fit between the products/services you're developing to help relieve customer pains and deliver gains

WHY USE THE VALUE PROPOSITION CANVAS?

To prioritize features, products, and services

WHY USE THE VALUE PROPOSITION CANVAS?

To identify themes among your beneficiaries' needs/pains to help develop products that maximize value and impact

COMMON PITFALLS THE VALUE PROPOSITION CANVAS HELPS AVOID

- **Identifying beneficiary segments:** Are your customers who you think they are?
- **Decrease “waste:”** Do your users really have the problems/needs you think they have?
- **Ideating in silos**
- **Validating ideas early with the right beneficiaries**

1. Create individual canvases for each of your beneficiary segments. Conduct customer research to gather insights into these segments and their pain points.

2. Look at the Value Proposition Canvas as two independent sections.

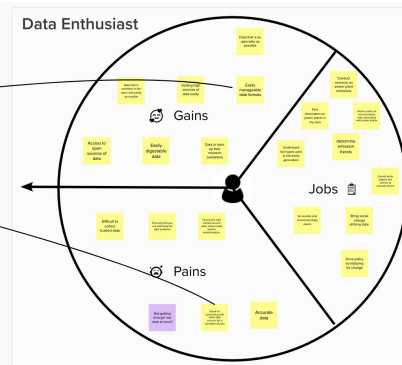
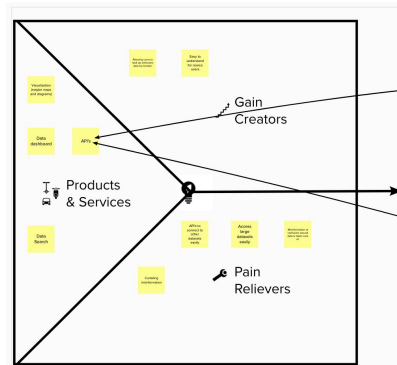
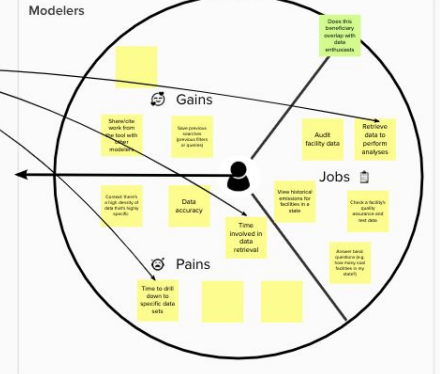
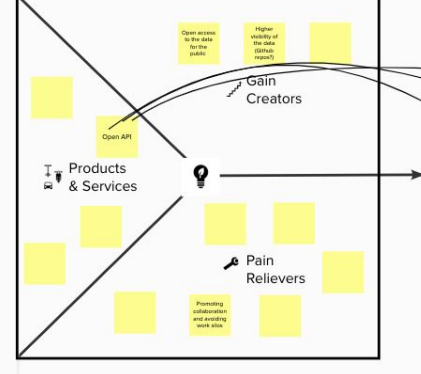
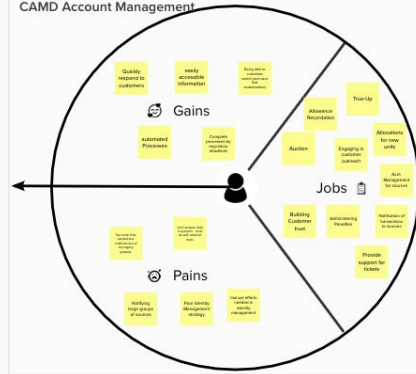
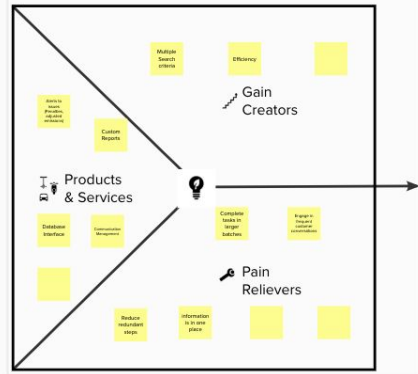
Customer profiles and their wants and needs are **out of your control**, whereas the **products and services** are **in your control** to define and manage.

3. Include emotional and social elements/jobs of the customer profile.

4. DON'T create a customer profile based on the products on hand.

5. DON'T make it mandatory to map all pains and gains to your products and services.

CAMD SUITE - VALUE PROPOSITION CANVAS



Thank you!

DISCUSS

Who do you think should be involved in user research and opportunity assessment? Why?