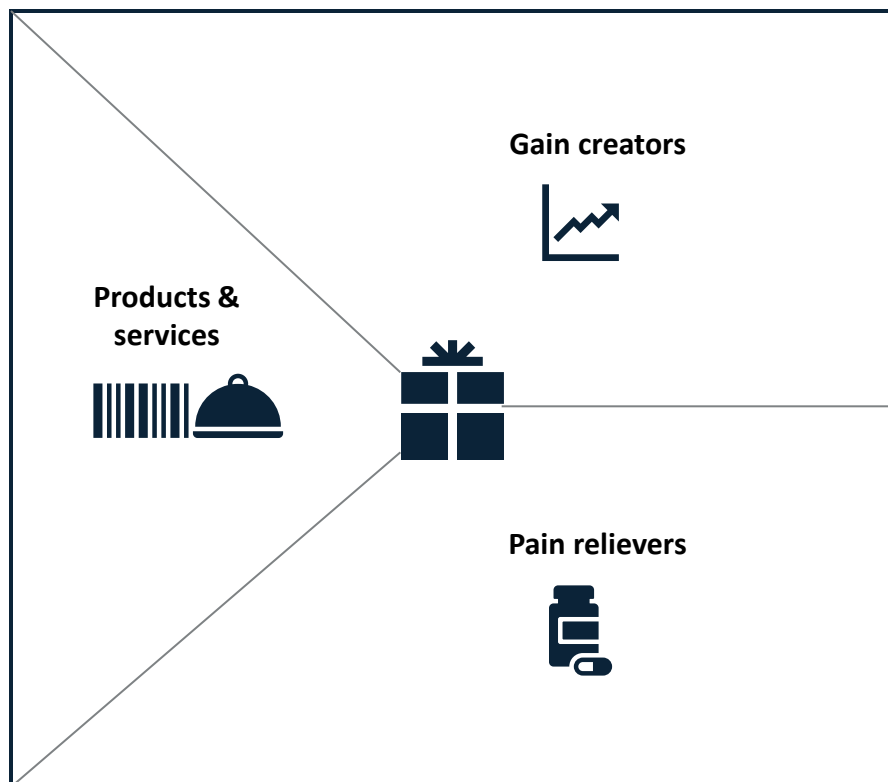
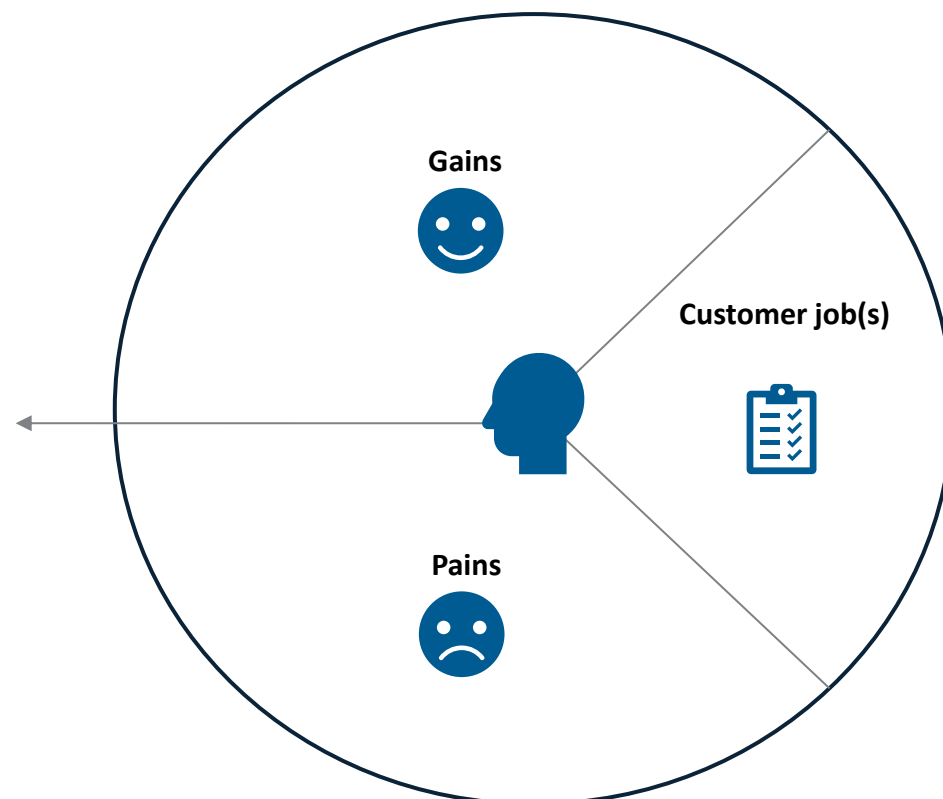


# VALUE PROPOSITION CANVAS: Ensure the products meet user **needs**







## Value Proposition



## Customer Segment



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Step 1	<p>Identify users <i>To interview and/or observe</i></p>		
Step 2	<p>Collect information on customer [rofile by...</p>		
Step 3	<div data-bbox="105 573 249 659"></div> <p><b>Describing customer jobs</b></p> <p><i>What is the customer trying to get done?</i></p>	<div data-bbox="753 573 898 659"></div> <p><b>Pains</b></p> <p><i>What are some areas of weakness or trouble?</i></p>	<div data-bbox="1415 573 1560 659"></div> <p><b>Gains</b></p> <p><i>What are some areas of strength or benefits?</i></p>
	<div data-bbox="105 1018 298 1104"></div> <p><b>Products &amp; services</b></p> <p><i>List what products &amp; services can be offered to get the job done:</i></p>	<div data-bbox="753 1018 898 1104"></div> <p><b>Pain relievers</b></p> <p><i>List ways your products &amp; services relieve a customer's pain(s):</i></p>	<div data-bbox="1415 1018 1560 1104"></div> <p><b>Gain creators</b></p> <p><i>List what gain(s) you can offer customers:</i></p>