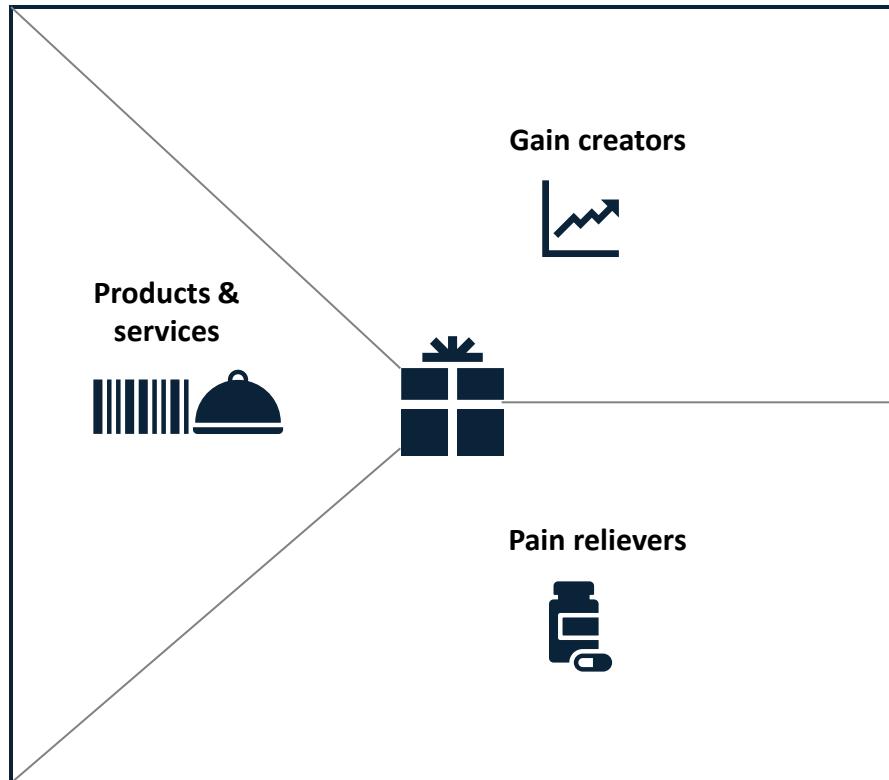
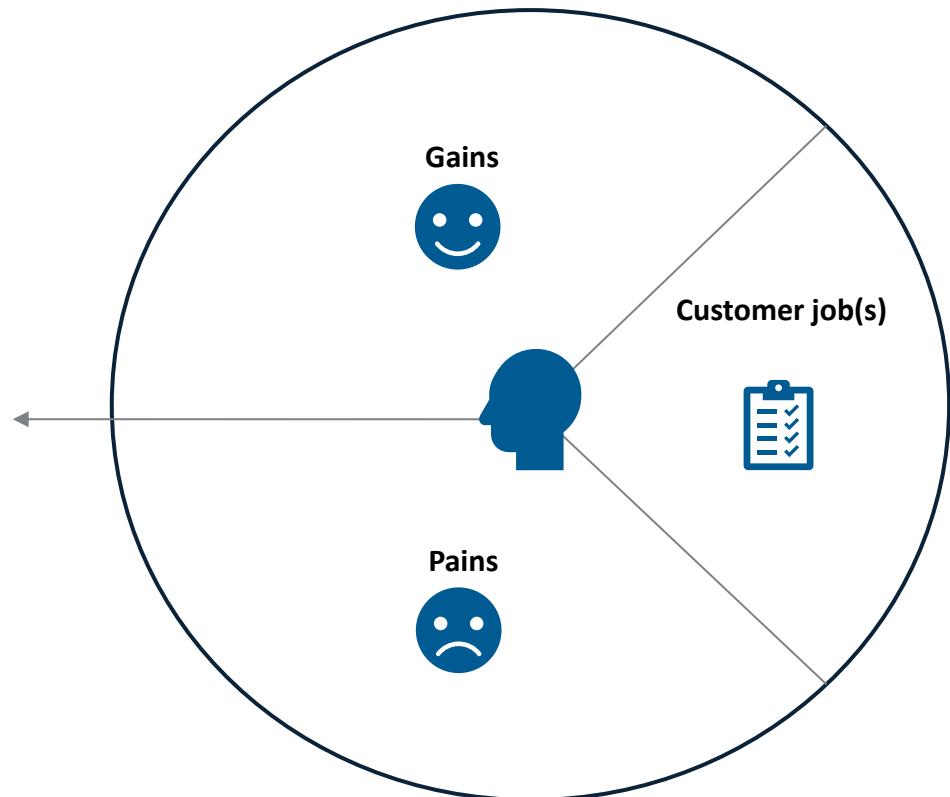


# VALUE PROPOSITION CANVAS: Ensure the products meet user needs

## Value Proposition



## Customer Segment



*Value Proposition Canvas was developed by Strategyzer.com and is used in accordance with their Creative Commons License.*

Step 1

**Identify users** *To interview and/or observe*

Step 2

**Collect information on customer [profile by...****Describing customer jobs***What is the customer trying to get done?***Pains***What are some areas of weakness or trouble?***Gains***What are some areas of strength or benefits?*

Step 3

**Products & services***List what products & services can be offered to get the job done:***Pain relievers***List ways your products & services relieve a customer's pain(s):***Gain creators***List what gain(s) you can offer customers:*