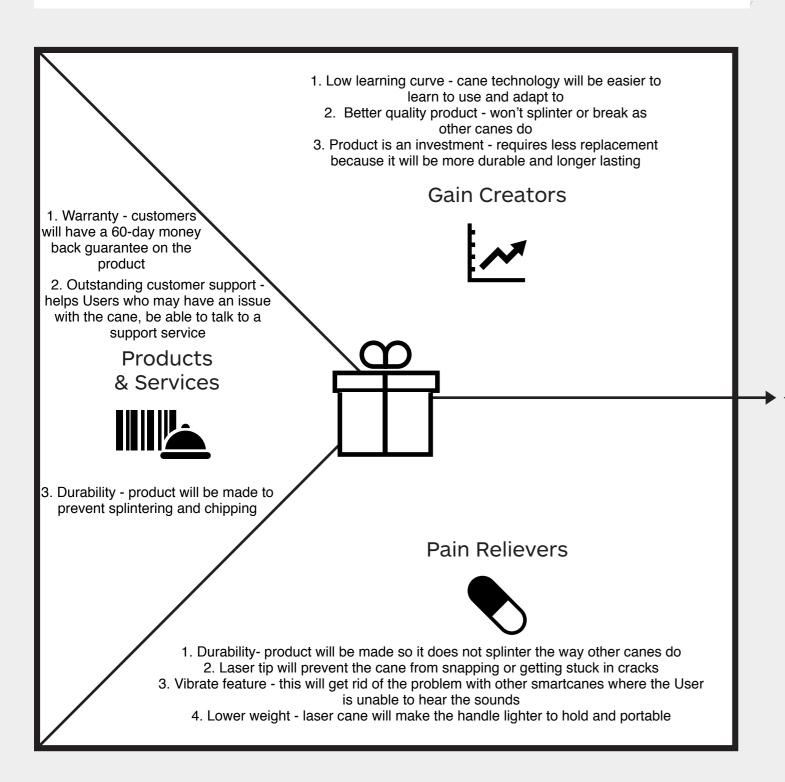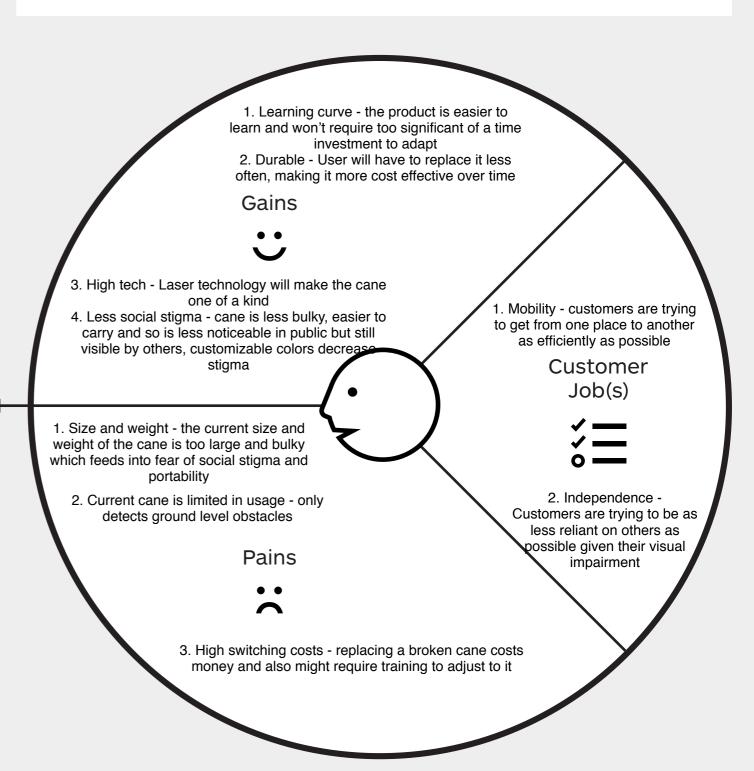# The Value Proposition Canvas

Value Proposition

Customer Segment

Value Proposition

Gain Creators

1. Low learning curve - cane technology will be easier to learn to use and adapt to
2. Better quality product - won't splinter or break as other canes do
3. Product is an investment - requires less replacement because it will be more durable and longer lasting

Products & Services

1. Warranty - customers will have a 60-day money back guarantee on the product
2. Outstanding customer support - helps Users who may have an issue with the cane, be able to talk to a support service

3. Durability - product will be made to prevent splintering and chipping

Pain Relievers

1. Durability- product will be made so it does not splinter the way other canes do
2. Laser tip will prevent the cane from snapping or getting stuck in cracks
3. Vibrate feature - this will get rid of the problem with other smartcanes where the User is unable to hear the sounds
4. Lower weight - laser cane will make the handle lighter to hold and portable

Customer Segment

Gains

1. Learning curve - the product is easier to learn and won't require too significant of a time investment to adapt
2. Durable - User will have to replace it less often, making it more cost effective over time

3. High tech - Laser technology will make the cane one of a kind
4. Less social stigma - cane is less bulky, easier to carry and so is less noticeable in public but still visible by others, customizable colors decrease stigma

Customer Job(s)

1. Mobility - customers are trying to get from one place to another as efficiently as possible

2. Independence - Customers are trying to be as less reliant on others as possible given their visual impairment

Pains

1. Size and weight - the current size and weight of the cane is too large and bulky which feeds into fear of social stigma and portability

2. Current cane is limited in usage - only detects ground level obstacles

3. High switching costs - replacing a broken cane costs money and also might require training to adjust to it