

# Value Proposition Canvas

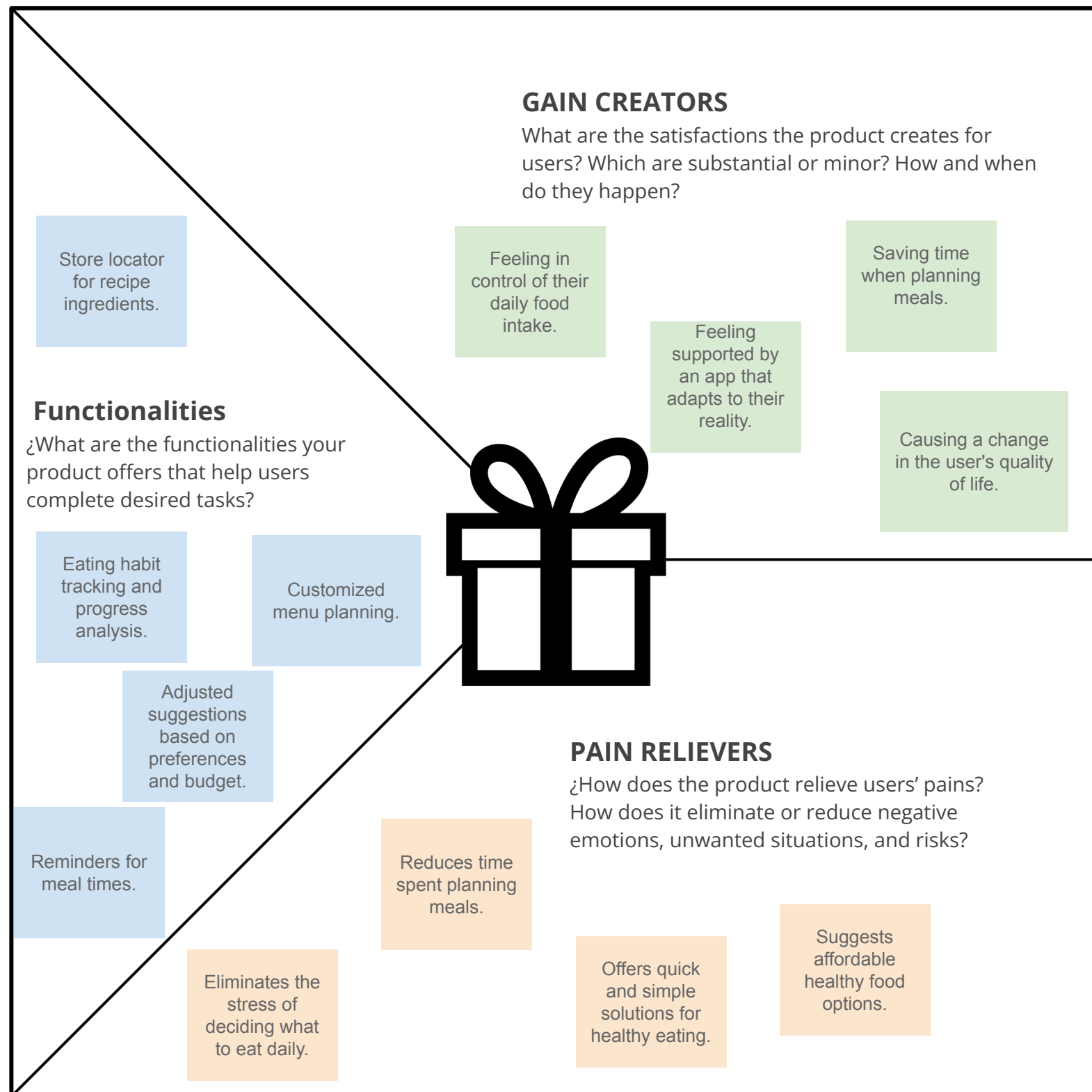
A simple way to compare your product offering with the needs of your potential customers.

Users love a product when it's designed based on their frustrations and aspirations.

## INSTRUCTIONS:

1. Write one idea per sticky note in the corresponding quadrant.
2. Add as many ideas as needed in each quadrant.
3. Start with the Customer Segment.
4. Compare notes of similar colors.

## VALUE PROPOSITION



## CUSTOMER SEGMENT

