The Value Proposition Canvas

Value Proposition — Status of coffee machine is always available

Customer Segment — Student, lecturer, employee

Products & Services
- Alexa skill
- Amazon echo
- voice interface
- recipe for making coffee

Gain Creators
- Alexa tells how many cups of coffee are left
- Alexa tells when coffee was made
- Alexa tells how to make coffee

Pain Relievers
- coffee is always available
- know if coffee is need to be made before the break

Gains
- know if coffee need to be made before the break
- ask Alexa how to make coffee
- ask Alexa if coffee is fresh
- ask Alexa if there is enough coffee for all persons

Customer Job(s)
- learning
- listening
- project work
- creative work

Pains
- drained and exhausted of listening and learning
- coffee is ready when break is over
- no more coffee left in the coffee machine