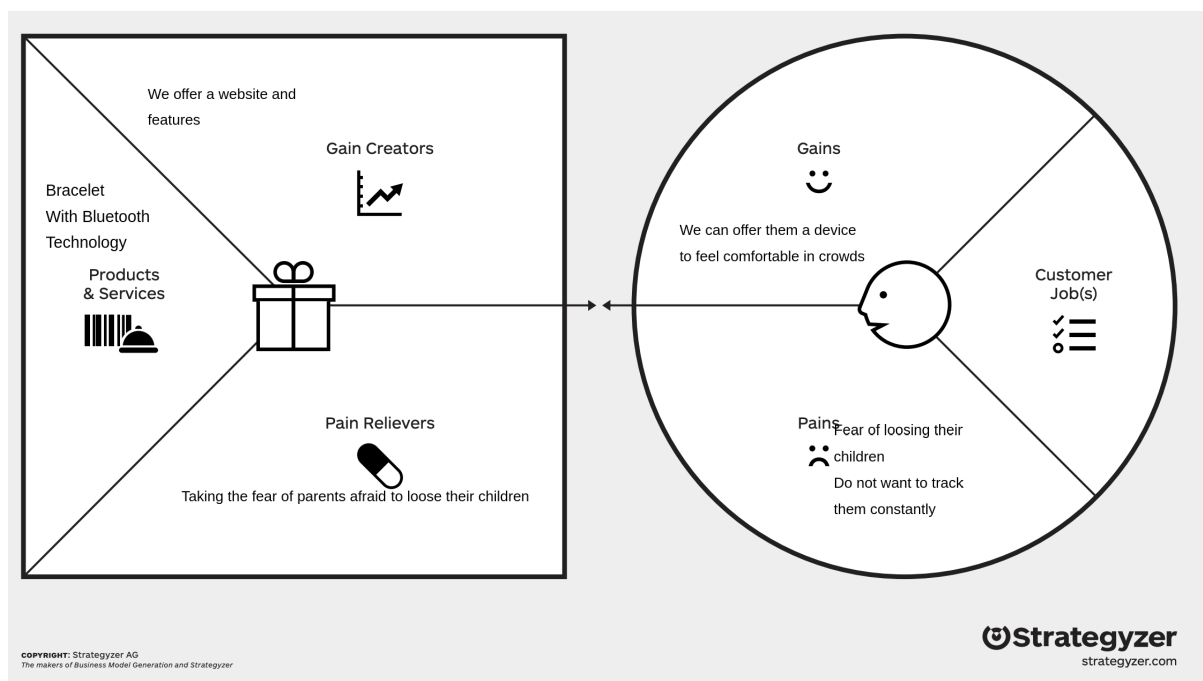




VALUE PROPOSITION CANVAS

☰ Can be used for categorie(s)...	Truly the best solution (D)
☰ Use during phase...	CREATE



WHAT

The goal of this canvas is to better describe your value proposition and your target audience(s). You can always refer back to this canvas and adapt it to your findings. It works as a starting point to better understand your audience and test your value proposition. But it can also help you unify your existing assumptions and get a better overview of your product-m

WHY

Your goal is to understand and evaluate the "fit" between the value you want to create and the needs of your customers. This is important to stay close to your target group and to be able to clearly communicate and validate if your idea adds the right value and really addresses the pain points of your customers and does their jobs.

HOW

The following items must be completed in the Customer Profile:

- **Customer Job's:** What kind of jobs do your users want to do? Write post-its for all the tasks you can think of.
- **Pains:** What problems do your users have? What annoys or disturbs them? What keeps them from doing their task(s)?
- **Gains:** What makes your users happy? What would make their life and tasks easier?

The following points need to be filled in the Value Proposition:

- **Gain Creators:** What can you offer your users to achieve their gains?
- **Pain Relievers:**** How can you help your users to solve their pain? What problems can you make obsolete?
- **Products & Services:**** What products & services can you offer to your users so that they can complete their tasks?