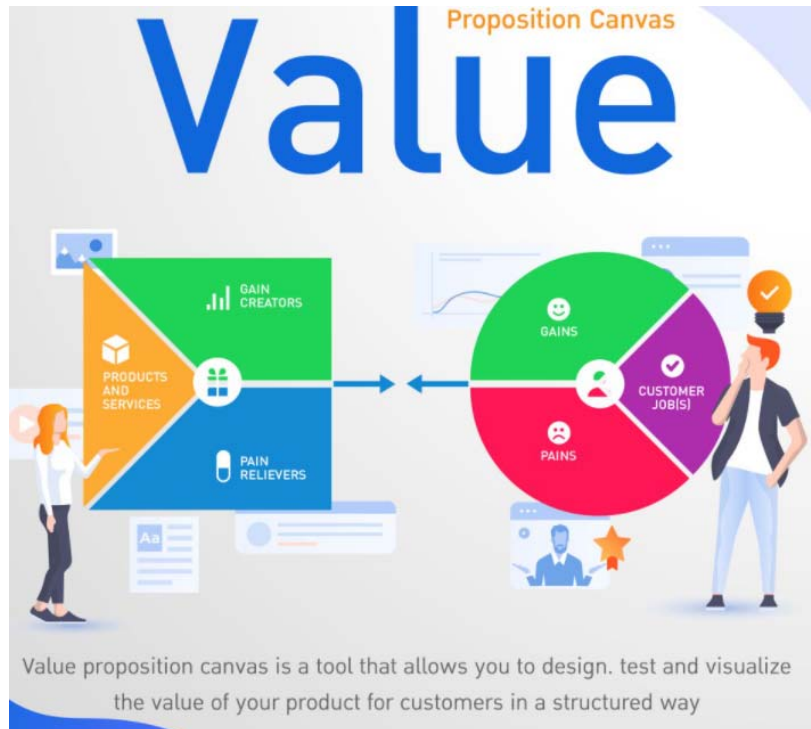


Value Proposition



The Value Proposition Canvas

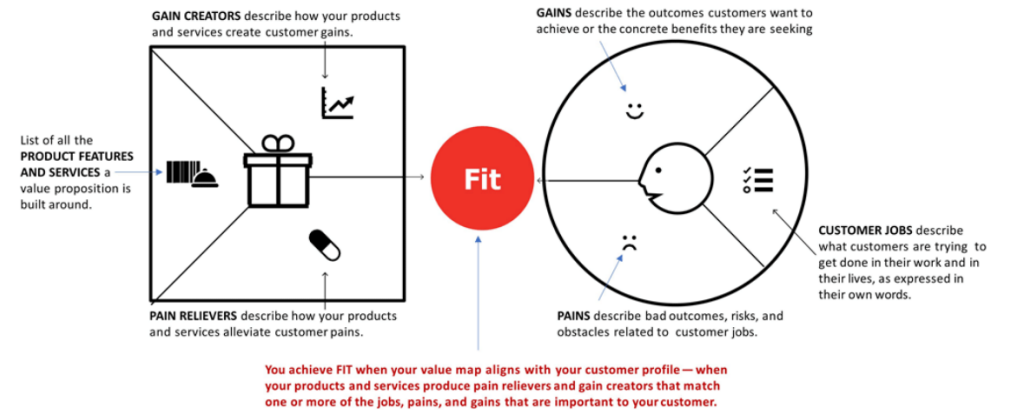
Describes the features of your value proposition in a structured and detail way.

Value Map – What / Solution

The Value Map describes a specific offering in terms of specific product features and services, pain relievers, and gain creators.

Customer Profile – Why / Problem

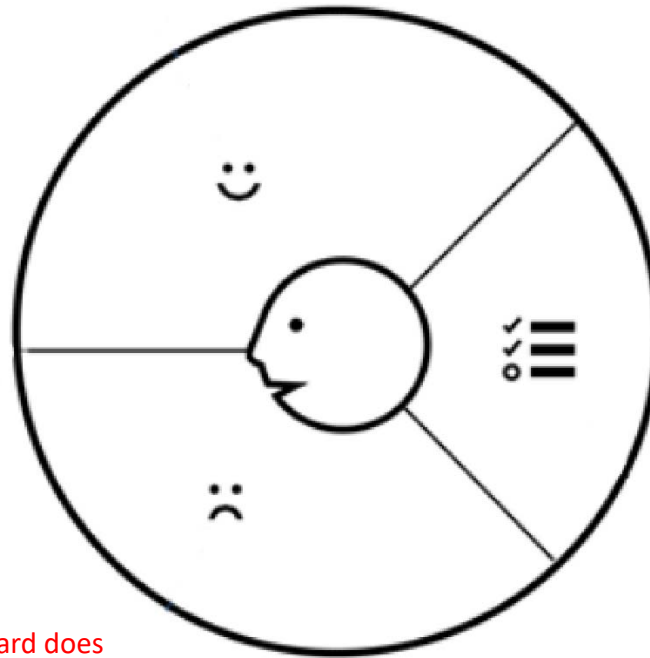
The Customer Profile describes a specific customer segment in terms of jobs to be done, points of pain, and desired gains.



My job = Online Learning

Gains

- Save travel time and expenses.
- Feeling more relaxing than in-class learning.
- Can order food delivery and eat nice food and coffee during online learning.
- Can review content from video record.



Pains

- Sometimes the laptop with mouse and key board does not work if I need to write down answer in exam.
- Sometimes the internet connection is dropped and disconnected during class.
- Less convenient to work with colleagues if there is a group assignment.
- Sometimes I need to refresh my brain by changing learning place from home to new environment.
- Loss too much money for ordering food delivery.

Jobs

- Online learning.
- Looking for new product or services to improve gains and alleviate pains.

Contexts

- Change tools from laptop to iPad with Apple pencil.
- Upgrade internet speed or change internet services provider.
- The internet service provider such as AIS, True should be a partner with food delivery provider such as Grab, Lineman or Food Panda to launch discount promotion for the customer group who is using their high-speed internet.