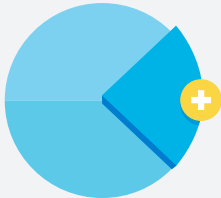


Six Ways to Innovate from the Customer Profile

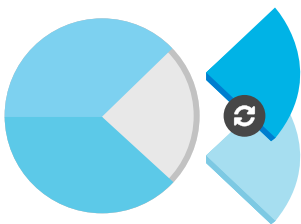
You've mapped your Customer Profile.
What to do from here? Here are six ways to trigger your next Value Proposition move.

Can you...



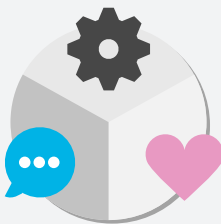
Address more jobs?

Address a more complete set of jobs, including related and ancillary jobs.



Switch to a more important job?

Help customers do a job that is different from what most value propositions currently focus on.



Go beyond functional jobs?

Look beyond functional jobs and create new value by fulfilling important social and emotional jobs.



Help a lot more customers get a job done?

Help more people do a job that was otherwise too complex or too expensive.



Get a job done incrementally better?

Help customers better do a job by making a series of microimprovements to an existing value proposition.



Help a customer get a job done radically better?

This is the stuff of new market creation, when a new value proposition dramatically outperforms older ways of helping a customer get a job done.

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