

Week 3 Unique value proposition (UVP) and concept generation

DESN2000 Workshop

Design Next, 2022

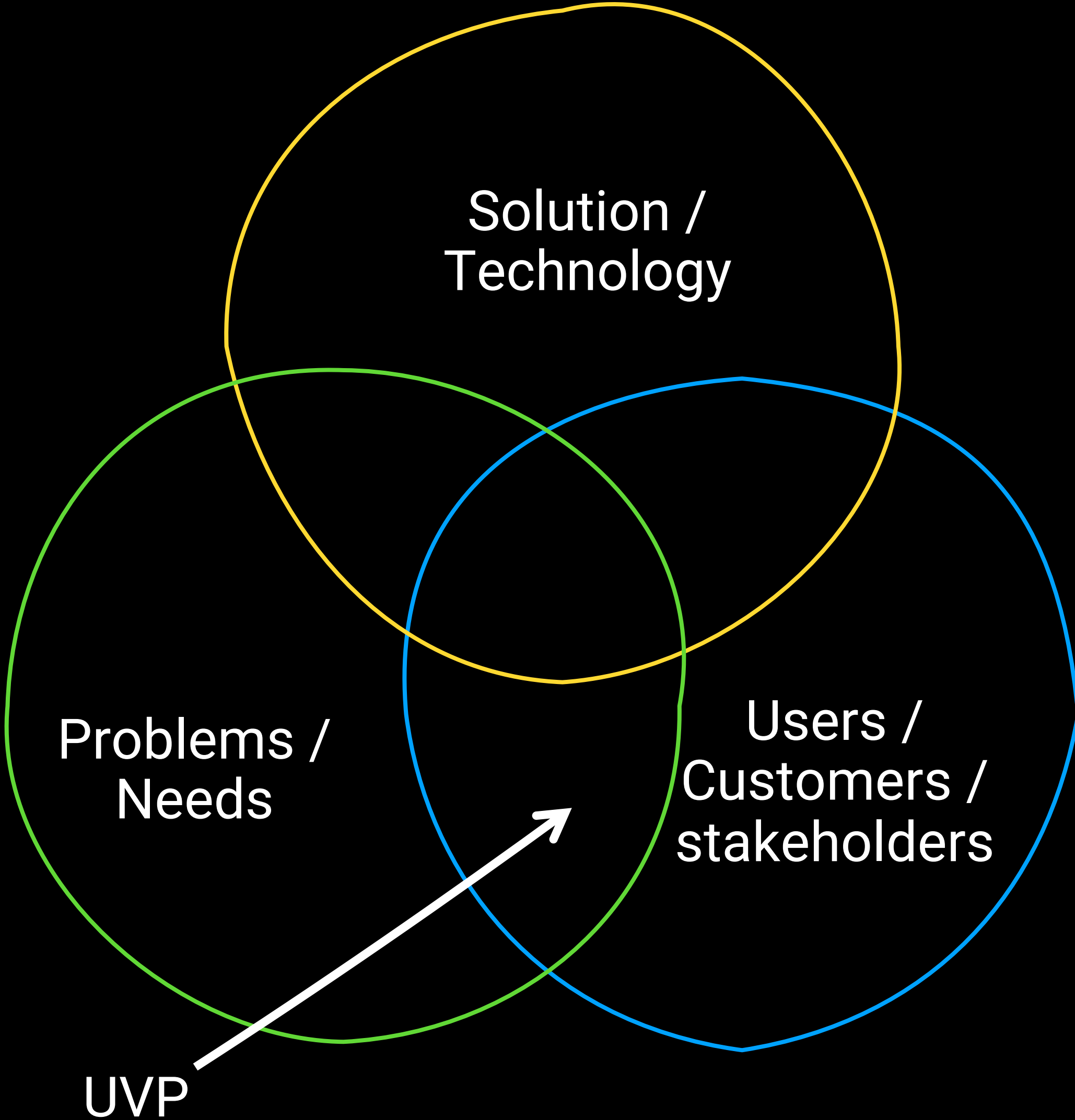
Introduction

Whole class

The aim of today’s workshop is for every team to draft a unique value proposition statement followed by a concept generation session.

The unique value proposition statement:

- Clearly explains which **problem / needs** you want to address
- Guides your design decisions towards **solutions** that actually create **new value for users and stakeholders**
- Move foreword from the **project brief to the problem definition** with a clear idea of the values your technical solution must have



Introduction	Value proposition	UVP Statement	Ideation	Ideas evaluation	Wrap up
5 min	20 min	20 min	30 min	20 min	5min
all	group	group	group	group	individual

Introduction

Whole class

Your UVP should consider:

- 1. What does your solution do that creates the most value for your user? How does it relieve their **pains** or create **gains** for them in other ways?
- 2. What does your solution do that others don't? How does your solution **differentiate**... what makes it special? Consider existing other solutions ... or what the other teams in this course are developing.

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Introduction

Whole class

Today's workshop will involve several group activities in breakout rooms. For these activities you may use one of the following tools to complete the activities:

1. Whiteboard in MS Teams, can be shared using *screenshare* in breakout rooms. Blackboard and Zoom have similar tools.
2. A **MIRO** board as you've done for the user research plan.
3. Google Jamboard (<https://jamboard.google.com/>) is also a nice solution.

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Value Proposition Canvas

TASK-1

Group

- A *Value Proposition Canvas* helps ensure you have a good product-customer fit...
- This means your solution actually creates value for your intended user... meaning it solves a problem for them, or makes their lives better in some way.
- There is a specific canvas (Value Proposition Canvas) your team can use to share insights from the user research, reflect on their behaviours, pains and gains.

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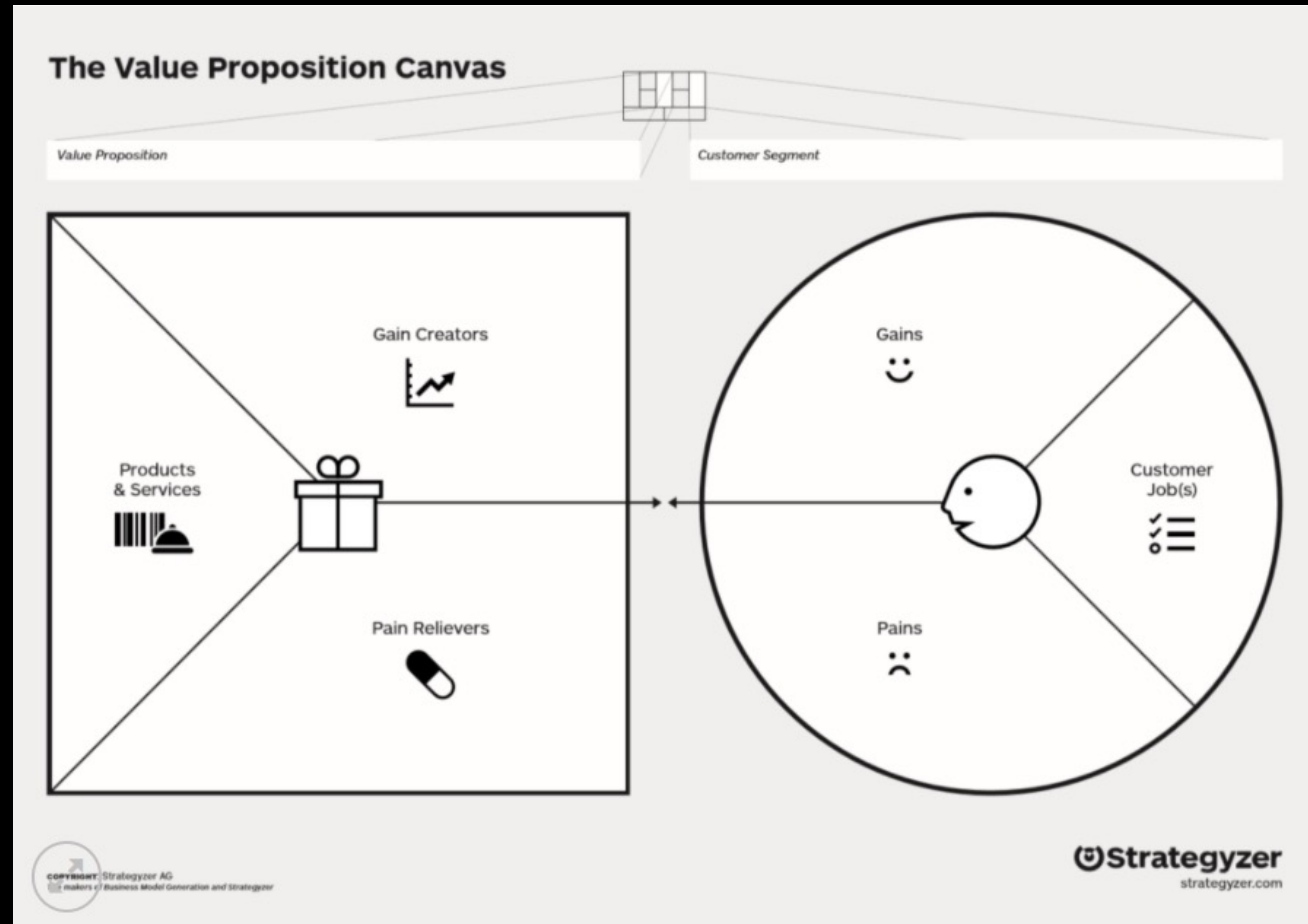
Value Proposition Canvas

TASK-1

Group

Strategyzer's Value Proposition Canvas:

- [Manual \(Pdf\)](#)
- [Explained \(Youtube\)](#)
- [Blank \(Pdf\)](#)



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Value Proposition Canvas

TASK-1

Group

- Evaluate the list of values
- Think about how your product **relieves user pains** and **creates user gains** for them.
- Select the 10 most important values for your statement

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UVP Statement

TASK-2

Write a draft unique value proposition statement using one of these templates

[\(link here for more examples\)](#)

Vlaskovits & Cooper's Customer-Problem-Solution	David Cowan's Pitchcraft	Geoffrey Moore's Value Positioning Statement	Steve Blank XYZ	The Minto Pyramid
<p>Customer: _____ (who your customer is).</p> <p>Problem: _____ (what problem you're solving for the customer).</p> <p>Solution: _____ (what is your solution for the problem).</p>	<p>1. Highlight the enormity of the problem you are tackling.</p> <p>2. Tell the audience up front what your company sells.</p> <p>3. Distill the differentiation down to one, easy-to-comprehend sentence.</p> <p>4. Establish credibility by sharing the pedigree of the entrepreneurs, customers, or the investors.</p>	<p>For _____ (target customer) who _____ (state need/opportunity) our _____ (product name) is _____ (product category) that _____ (state benefit)</p>	<p>We help X do Y doing Z.</p>	<p><i>Situation</i> – describe what is the current situation</p> <p><i>Complication</i> – describe the issue in the situation</p> <p><i>Question</i> – describe the question in response to the issue</p> <p><i>Answer</i> – suggest answer to ease out or mitigate the issue</p>

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Ideation session

TASK-3

Group

- **Appoint a facilitator:** keeps the pace, motivates the team
 - Time limits help to keep pressure: don't stare at a blank canvas for long
- **No criticism at this stage**
 - Silly ideas are good => let go of self-editing
- **Focus on quantity, not quality**
- **Keep your Unique Value Proposition at the centre of your creative session**
 - Keep in mind your research findings and what you know so far about your stakeholders
 - Read you UVP statement every 10 minutes to make sure you don't lose the direction!
- Document the outcomes: make sure this hard work is put to good use!

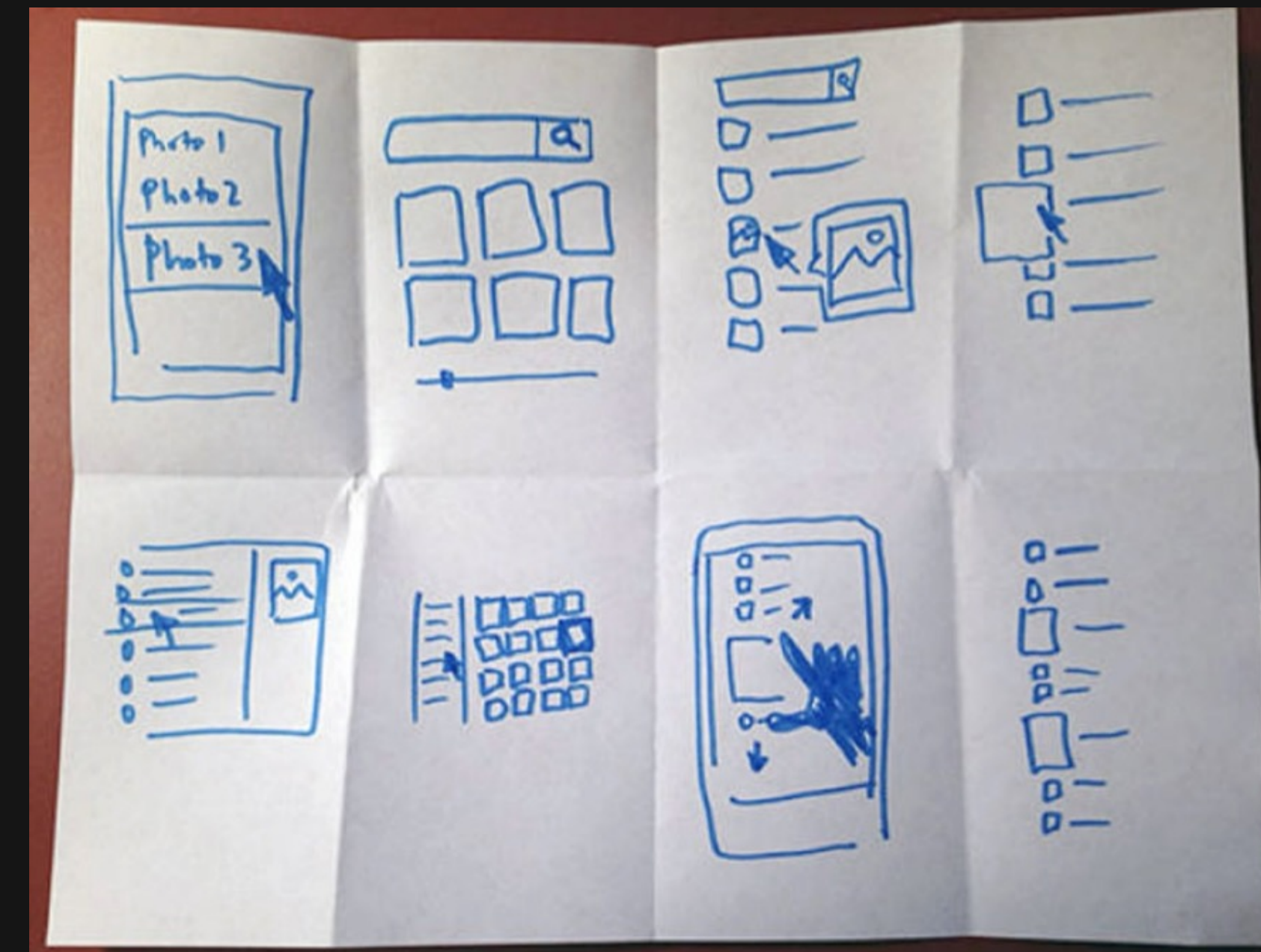
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Crazy 8's

TASK-3

5 minutes, 8 ideas per person

- **Take one challenge question**
- Have something to write and draw on (whiteboard, A4 paper, post-it notes)
- Start a timer for 5 minutes and let go of self-critique :)
- You don't have to stop at 8 ideas, that's just the minimum.
- **General rules for idea generation:**
 - You'll need to turn off the self-editing and just get your ideas on paper.
 - No need to worry about making sketches pretty.
 - Separate idea generation from discussion and critique
 - If you get stuck, try repeating an earlier sketch with a small variation.
 - This type of exploration is useful and it keeps you moving.



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Ideas evaluation

TASK-4

Group

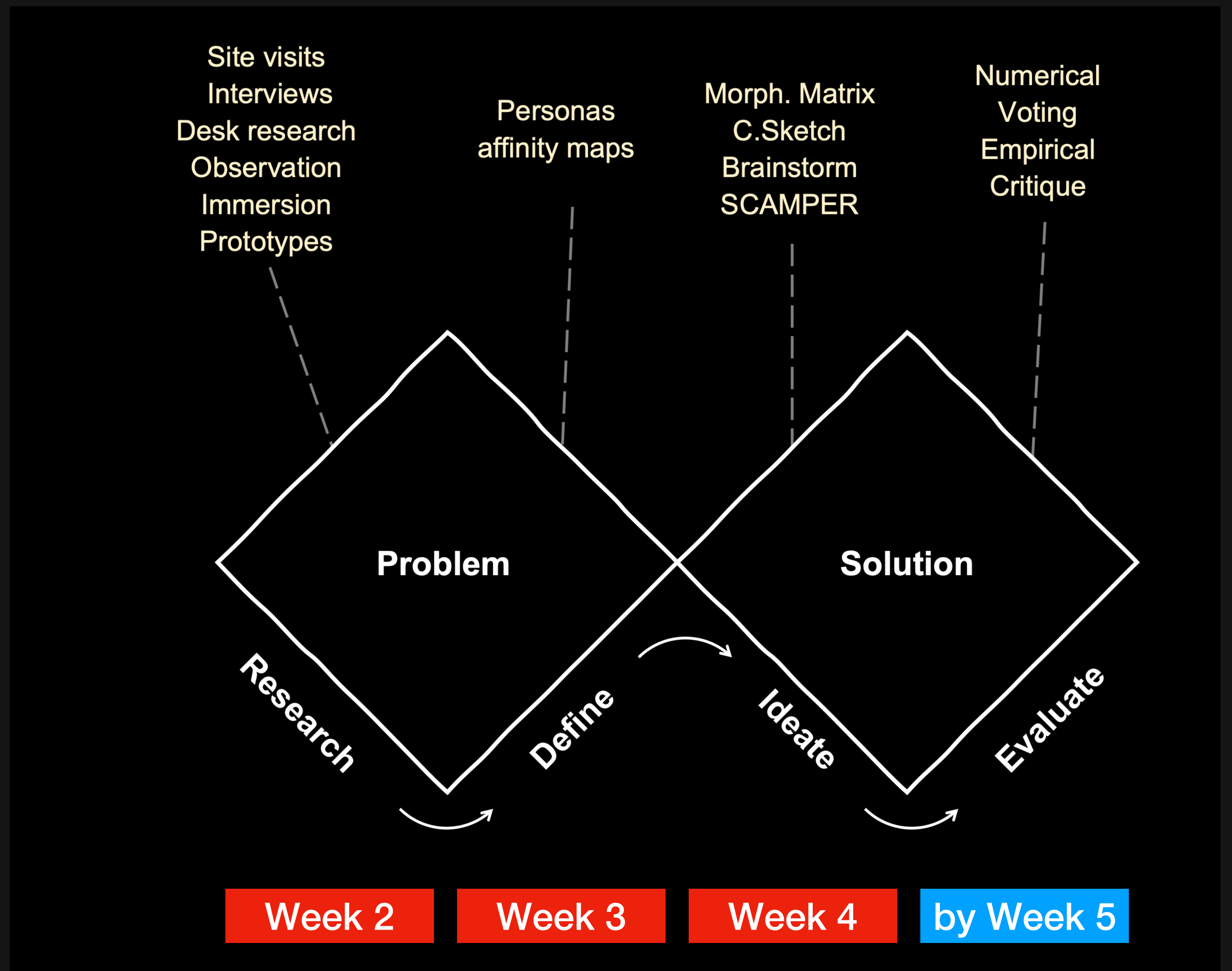
- **Reflect on the ideas collected so far:**
 - What areas (kind of ideas/solutions/challenges) are covered well?
 - Which ideas are answering better to your problem and the needs of your stakeholders?
 - Keep on eye out for what you may be missing (reflect on the insights from your research and check if you are considering them with your solutions)
 - Think of alternative solutions (less is more!)
 - If a challenge feels too big, subdivide and solve the parts
- It may help to pin up all output on a wall, lay it out on a table, etc. to get a good overview

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Wrap

Whole class

- **Brief reflection**
 - Each group to share their progress, use of ideation methods
- **Looking ahead:**
 - Next step is go ahead with the best solution
 - Consider your UVP statement when you take decisions for your solution
 - Refer to the Week 3 lecture to make sure you are using a systematic selection method



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