



Week 3 Unique value proposition (UVP) and concept generation

DESN2000 Workshop

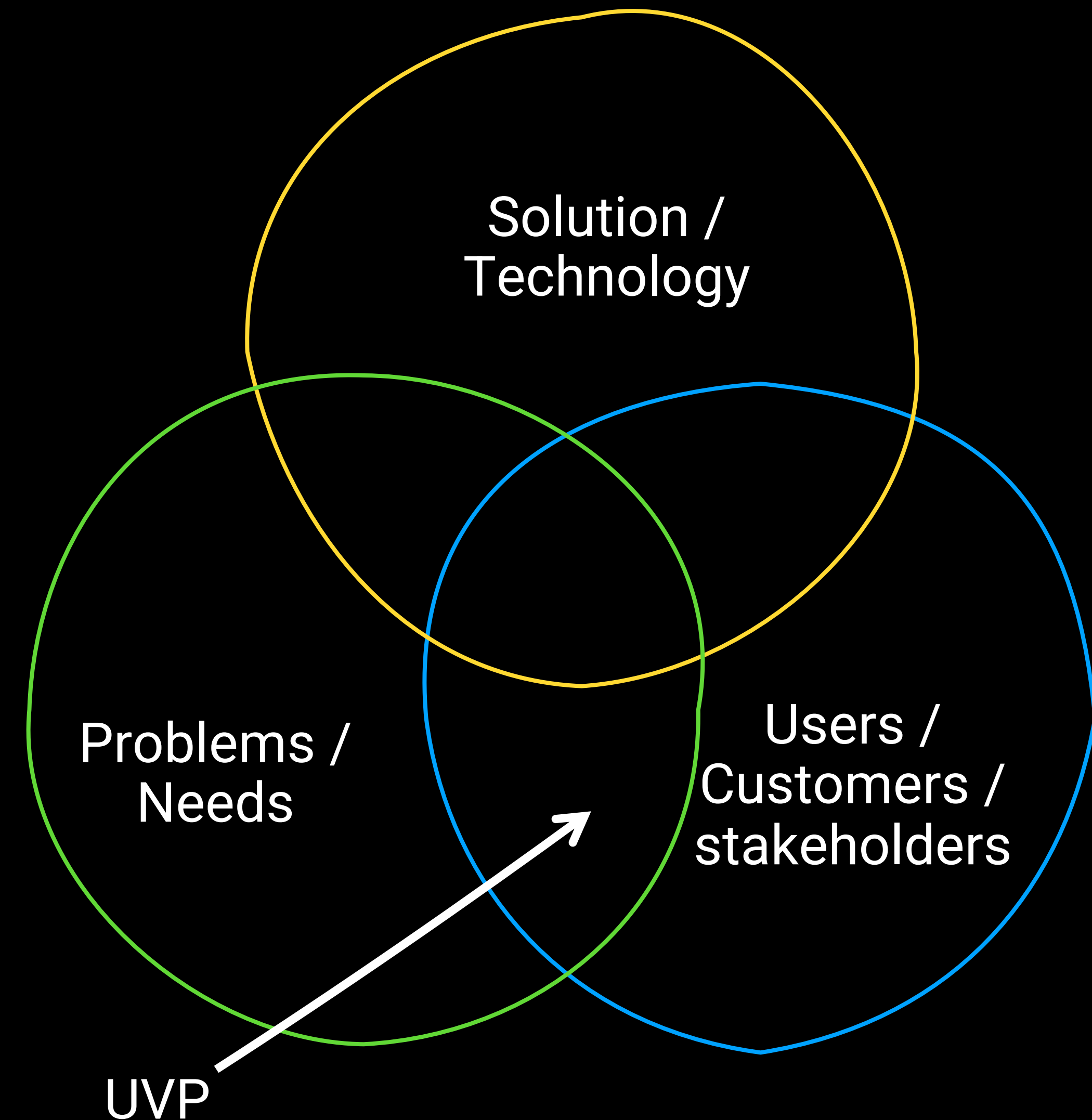
Introduction

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 forward 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.

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

Today's workshop will involve several group activities. 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.

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

Value Proposition Canvas

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.

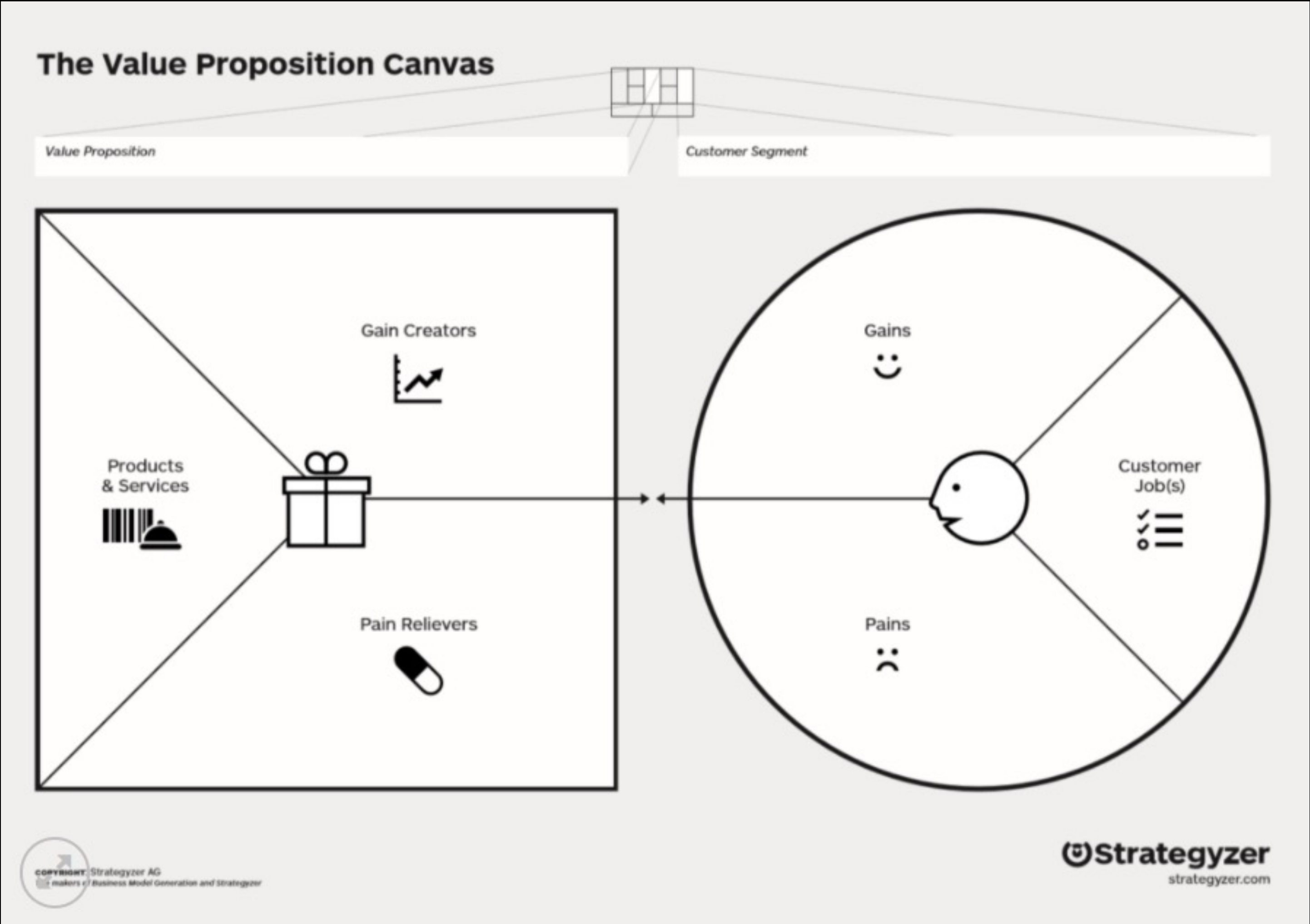
Introduction	Value proposition	UVP Statement	Ideation	Ideas evaluation	Wrap up
5 min	20 min	20 min	30 min	20 min	5min
all	group	group	group	group	individual

Value Proposition Canvas

Group

Strategyzer's Value Proposition Canvas:

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



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

Value Proposition Canvas

Group

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

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

UVP Statement

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

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

Flaskovits & 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>Situation — describe what is the current situation</p> <p>Complication — describe the issue in the situation</p> <p>Question — describe the question in response to the issue</p> <p>Answer — suggest answer to ease out or mitigate the issue</p>

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

Ideation session

Group

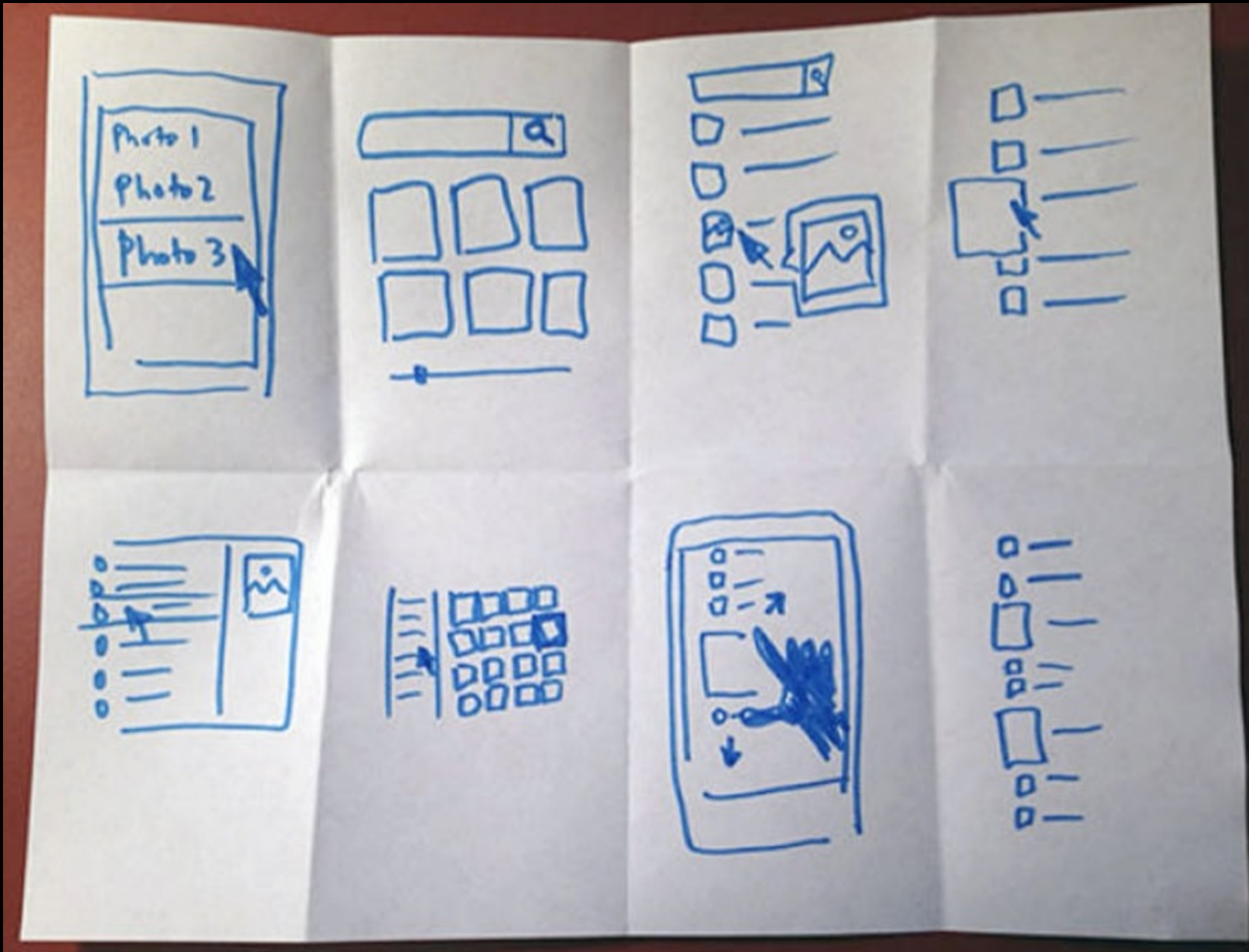
- **Appoint a facilitator:** keeps the pace, motivates the team
 - Time limits help to keep pressure: don't stare at a blank canvas for long
- **No criticism at this stage**
 - Silly ideas are good => let go of self-editing
- **Focus on quantity, not quality**
- **Keep your Unique Value Proposition at 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!

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

Crazy 8's

5 minutes, 8 ideas per person

- **Take your value proposition**
- 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.



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

Ideas evaluation

Group

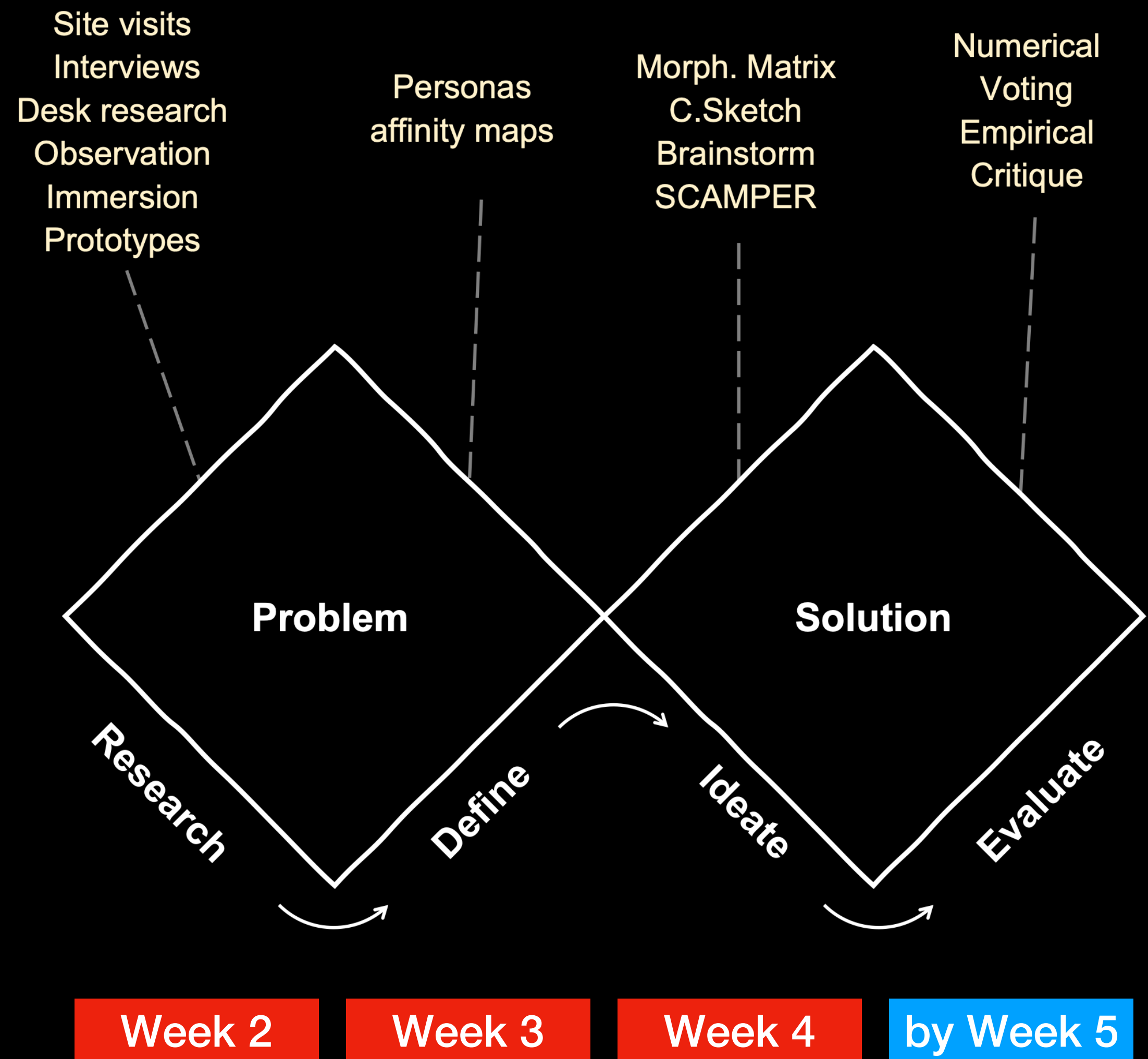
- **Reflect on the ideas collected so far:**
 - What areas (kind of ideas/solutions/challenges) are covered well?
 - Which ideas are answering better to your problem and the needs of your stakeholders?
 - Keep on eye out for what you may be missing (reflect on the insights from your research and check 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

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

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



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

Next Steps

- **Finalise your personas and user needs**
- **Write your team’s problem statement**
- **Work on creating requirements from user needs**
 - **Remember the format and principles covered yesterday**
- **If req are done, get started with concept generation**
 - **Some example methods: brainstorming, crazy 8’s, C sketch, SCAMPER, 6-8-5 sketch**
- **If concept generation is done, do a concept evaluation**
 - **Use DECISION MATRIX for concept evaluation (or any other tools to methodically compare)**
 - **Identify an appropriate selection criteria for comparing different concepts**
- **Write your UVP at any stage your team feels ready**
 - **Little nuance but UVP != problem statement because:**
 - **UVP describes pain points but can also include solution and how this provides value**
 - **Problem statement should only describe the problem and pain points (leaving room to generate solution/value)**
- **REMINDER: presentation next week!**

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