



Mindanao State University
Iligan Institute of Technology

VALUE PROPOSITION CANVAS

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shinyrose.salem@g.msuiit.edu.ph A small blue icon of a telephone handset.

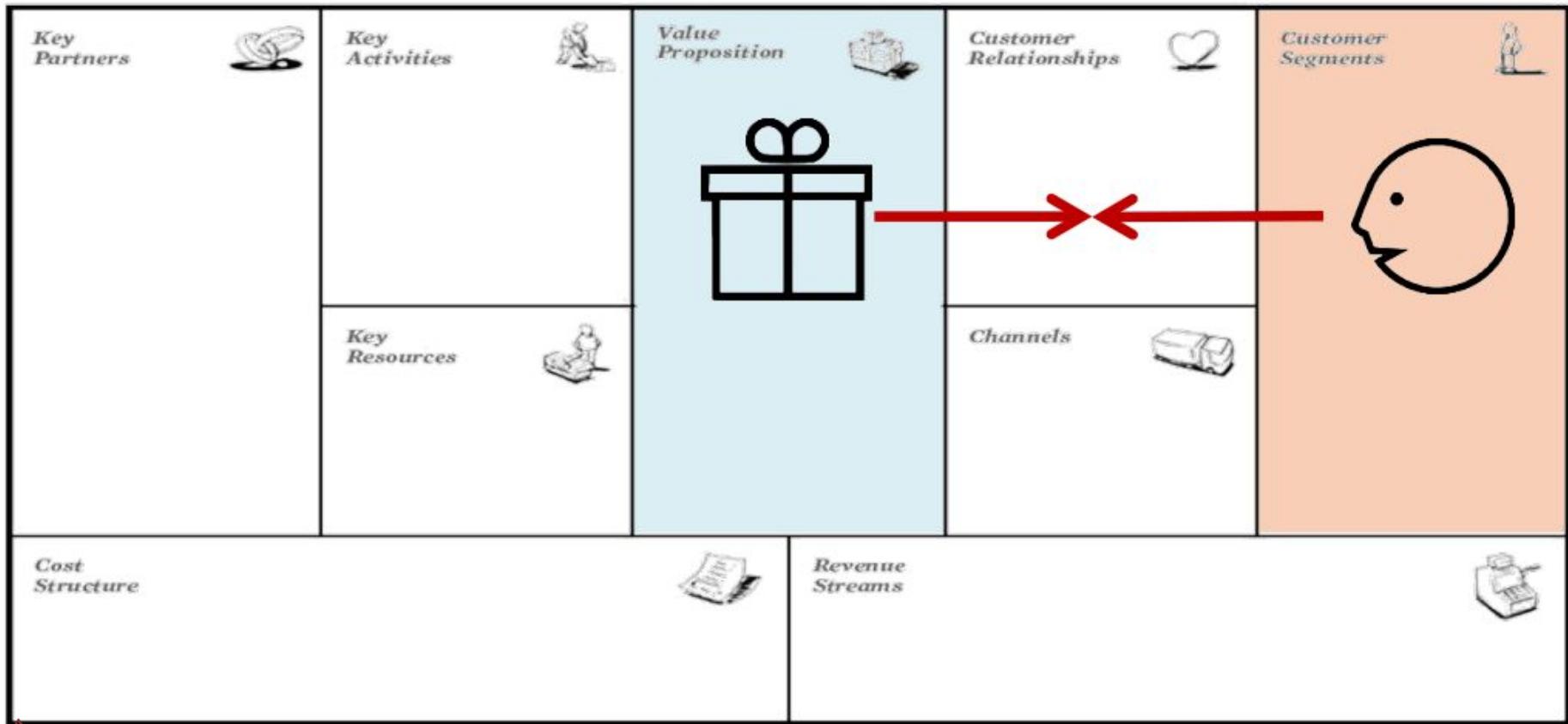
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The Value Proposition Canvas Explained.

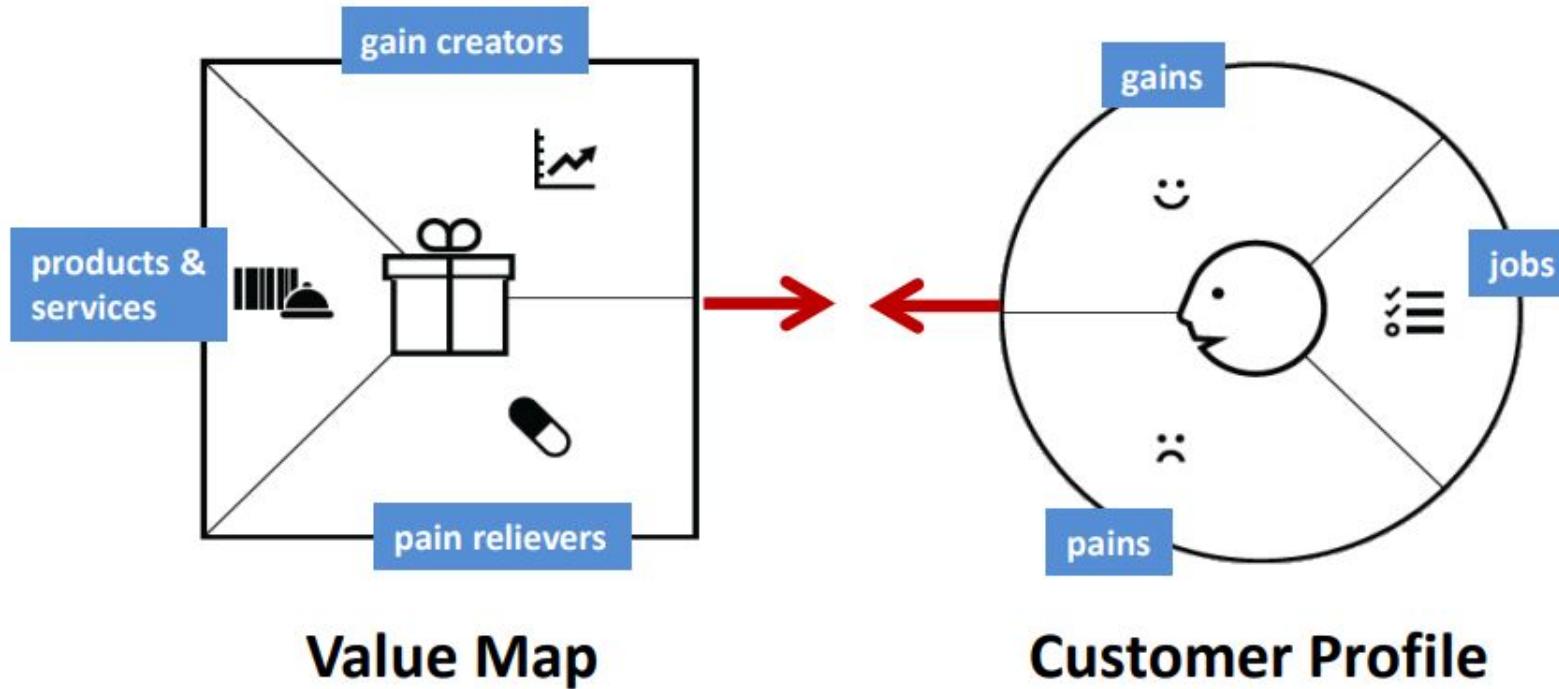
**Design products and services
customers want**



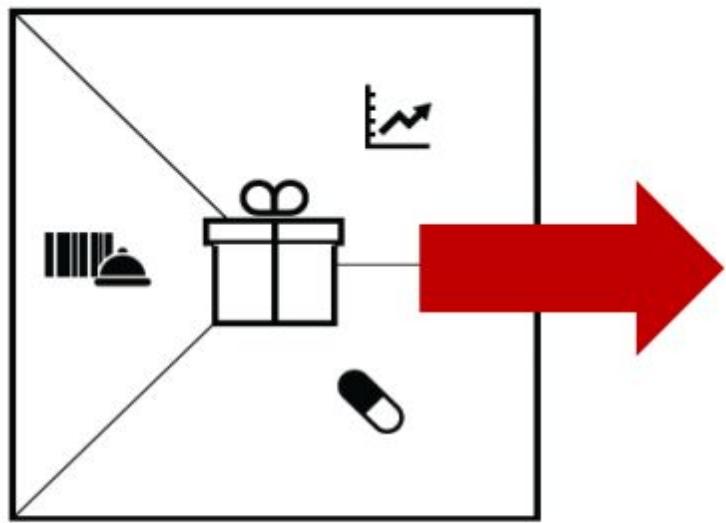
Business Model Canvas



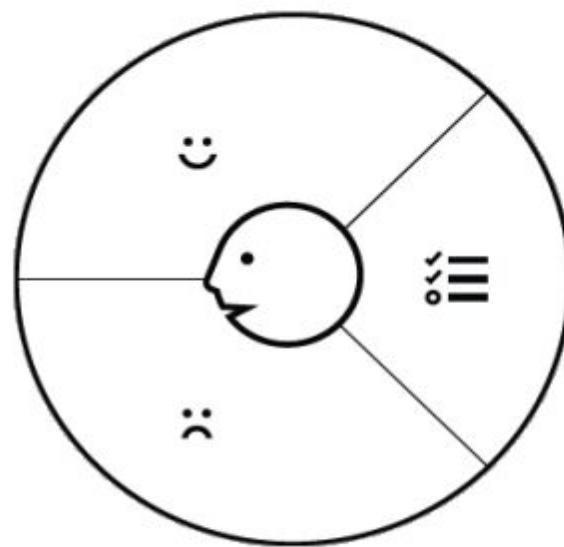
Value Proposition Canvas (VPC)



PRODUCT INSPIRED INNOVATION

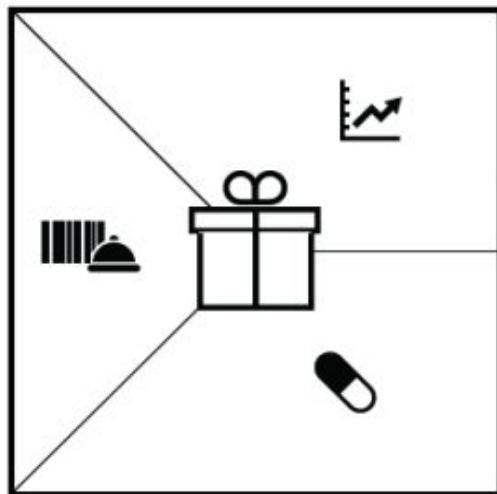


Value Map

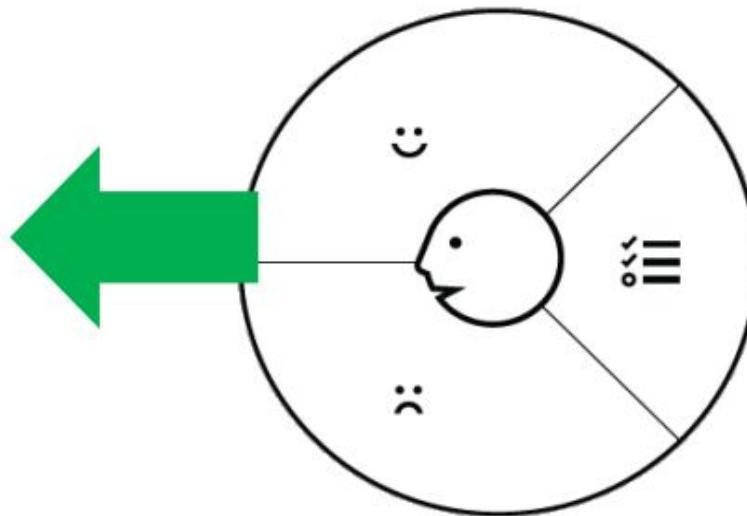


Customer Profile

CUSTOMER INSPIRED INNOVATION



Value Map



Customer Profile

IDENTIFY YOUR CUSTOMERS FIRST



The Value Proposition Canvas

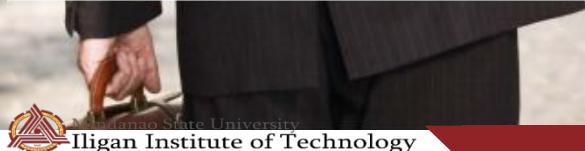
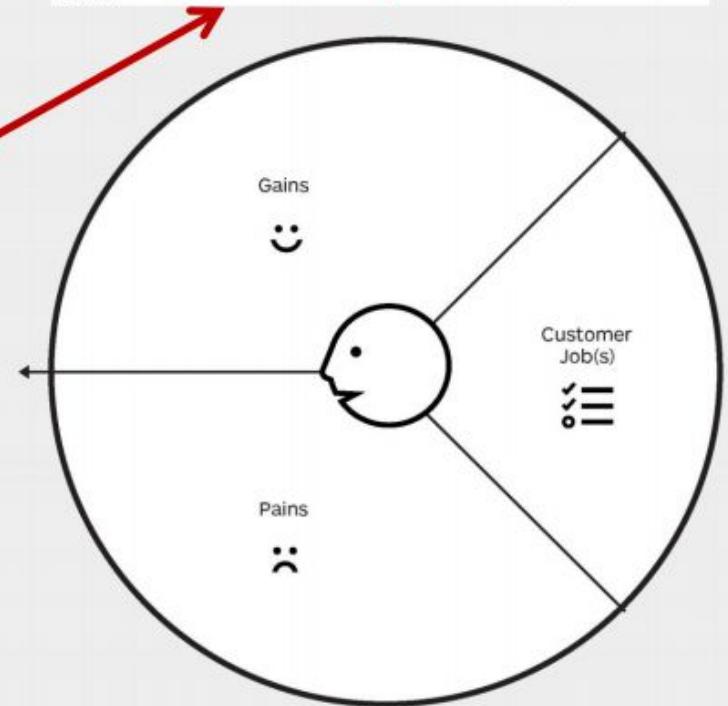


1. Customer Segment

Taxi Passengers in Amman, Jordan



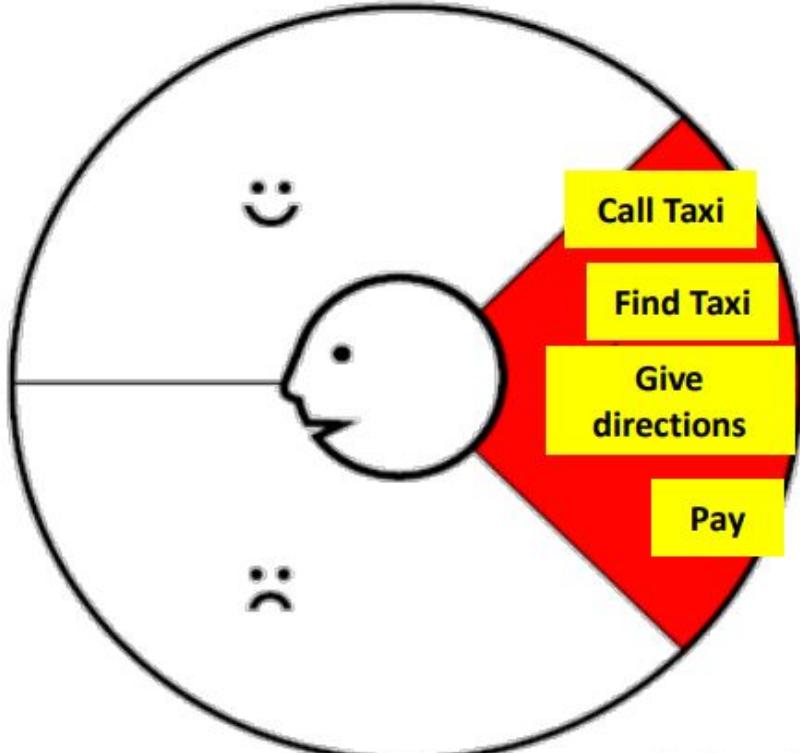
Customer (Segment) Profile:
Taxi Passengers in Amman, Jordan



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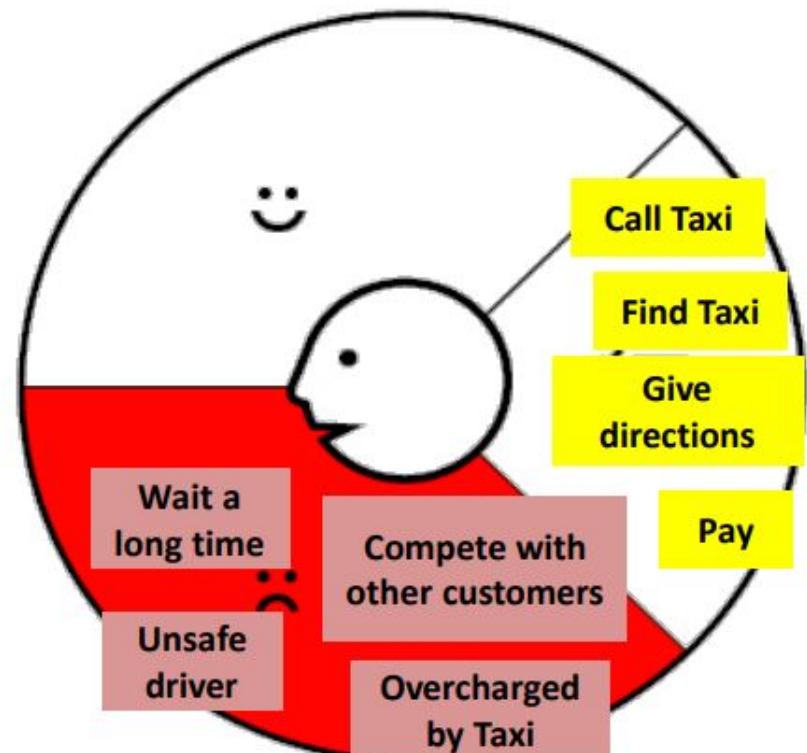
2. Customer Jobs

What customers are trying to get done?



3. Customer Pains

What annoys the customer before, during & after getting job done



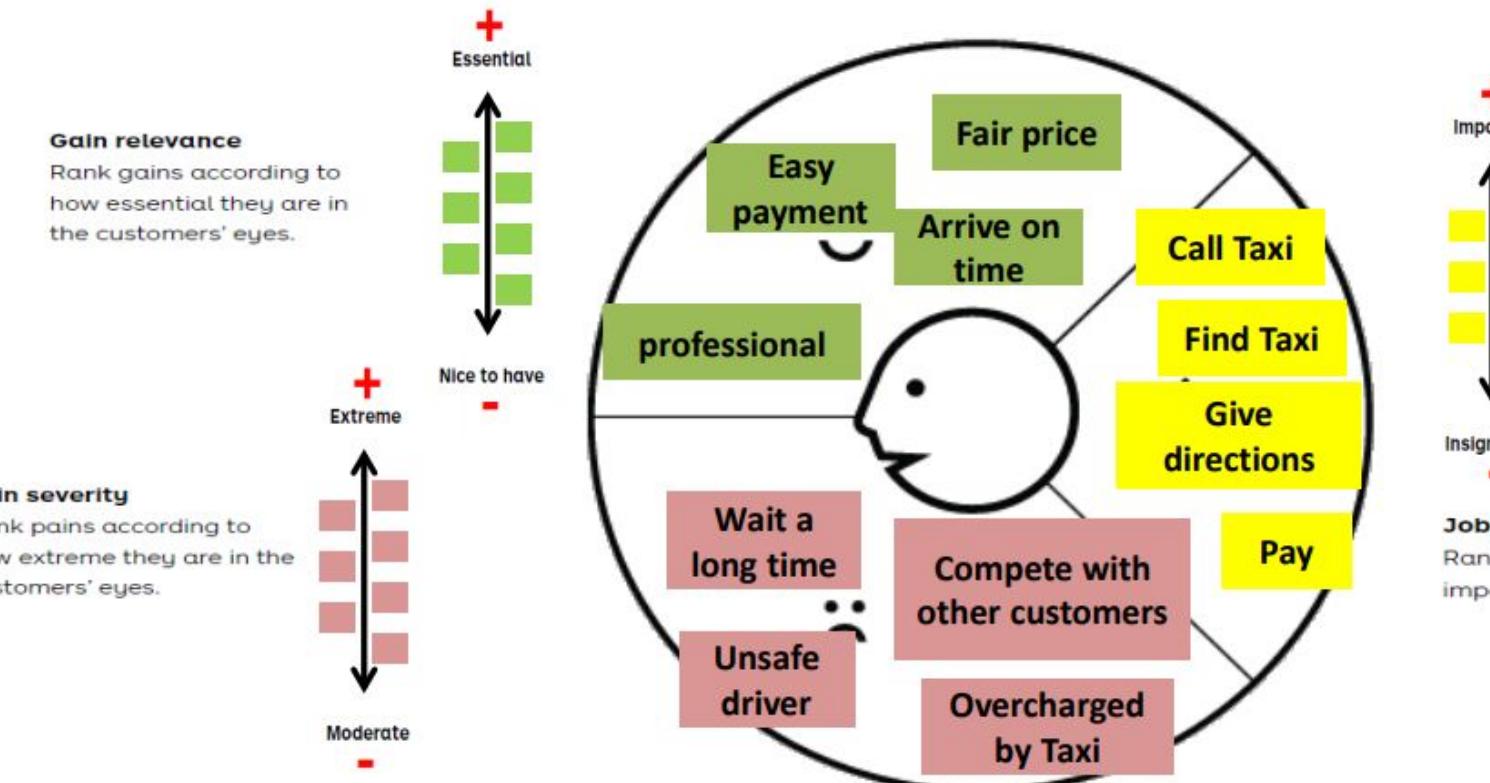
4. Customer Gains

What outcomes & benefits customers want?



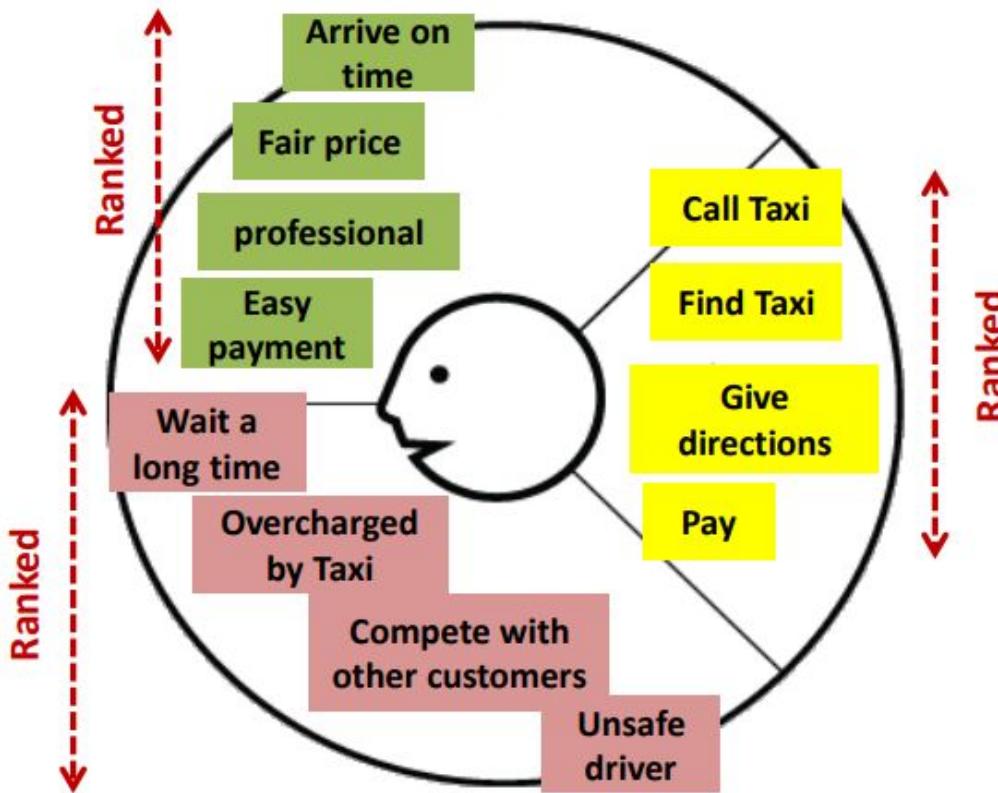
5. Ranking

What is the customer priority?



5. Ranking

What is the customer priority?



Customer Profile Summary

OBJECTIVE: Visualize what matters to your customers in a sharable format

OUTCOME: 1 page actionable customer profile



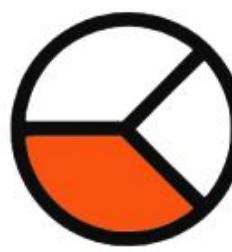
1

Select
customer
segment



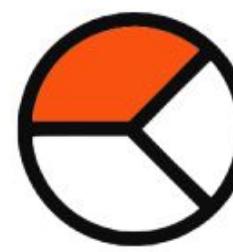
2

Identify
customer
Jobs



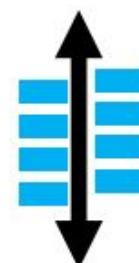
3

Identify
customer
pains



4

Identify
customer
gains



5

Prioritize
jobs, pains
& gains

Value Map Overview

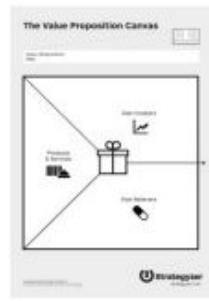
OBJECTIVE: Describe explicitly how your products and services create value

OUTCOME: 1 page map of value creation



1

Grab the Customer Profile you previously completed



2

Download the Value Map Canvas



3

Grab a Set of Small Sticky Notes



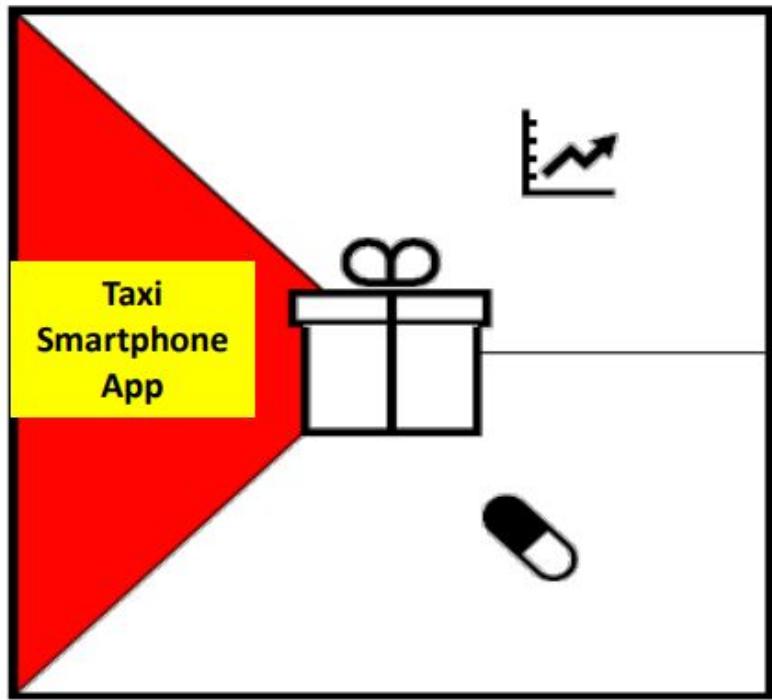
4

Map out how you create value for your customers

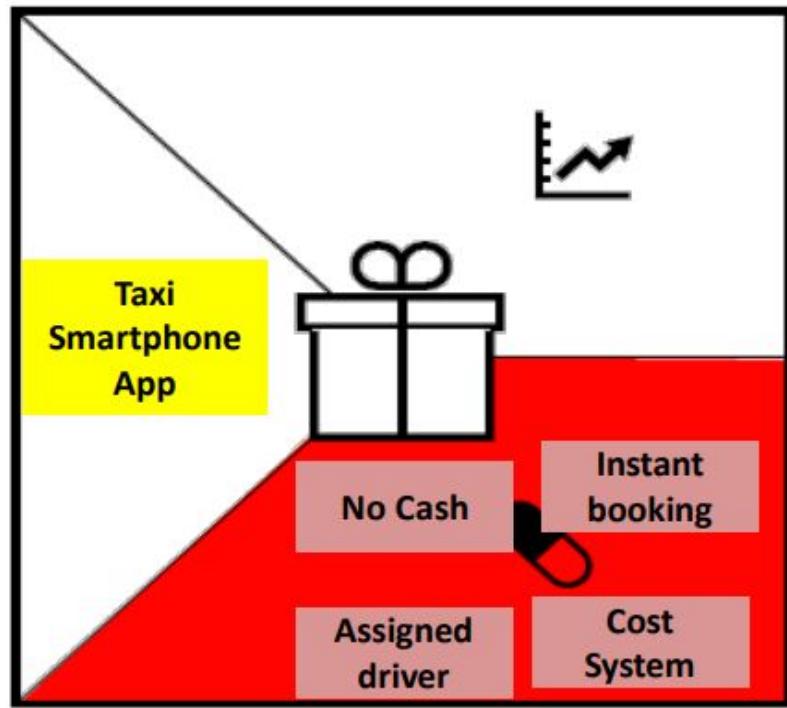
1. Products & Services

What you offer customers

Strategyzer.com/vpd



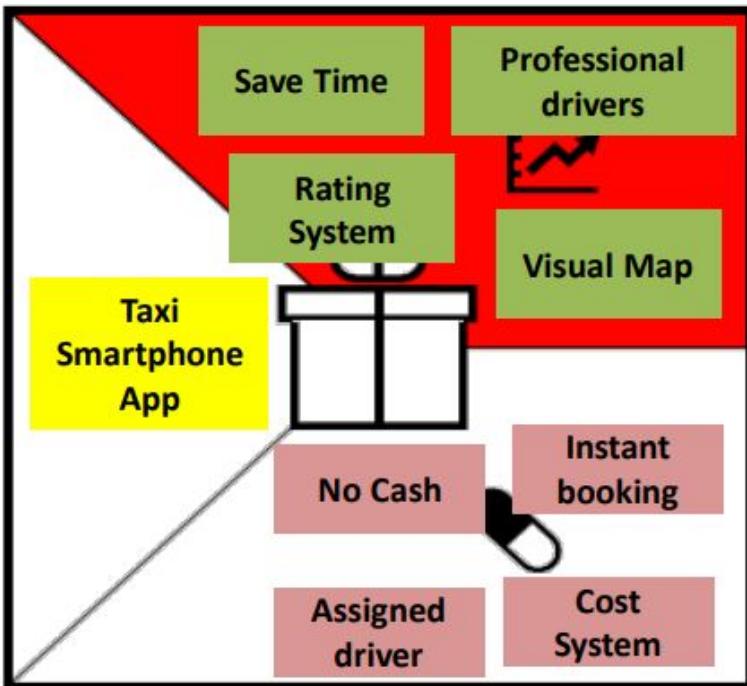
2. Pain Relievers



How exactly your products and services alleviate specific customer pains

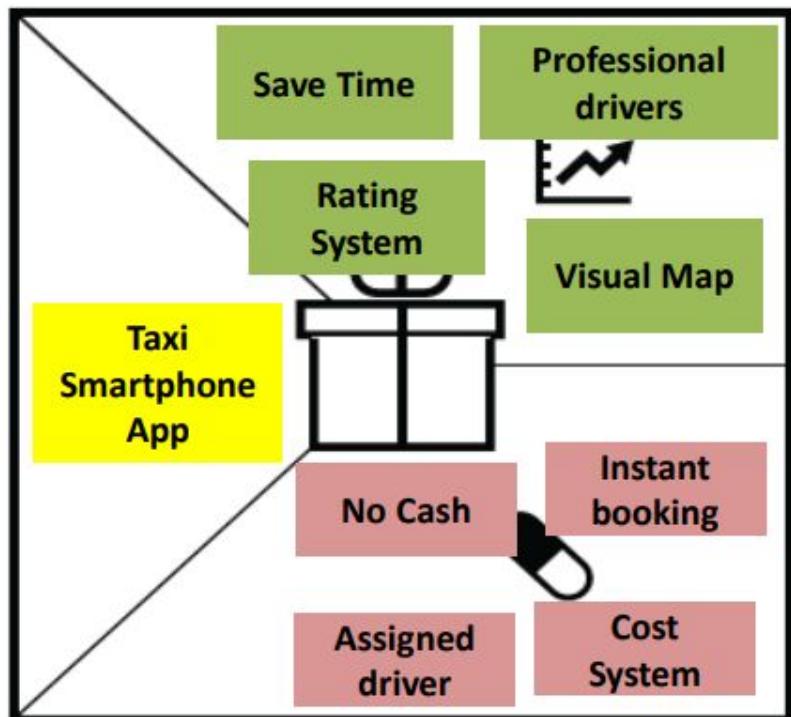


3. Gain Creators

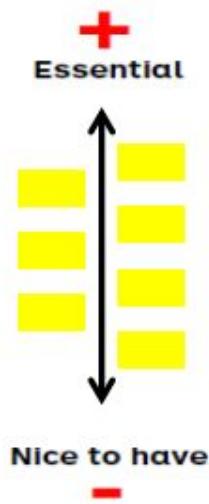


How your products and services create customer gains



**Products & Services**

Rank products & services from nice to have to essential

**Pain Relievers**

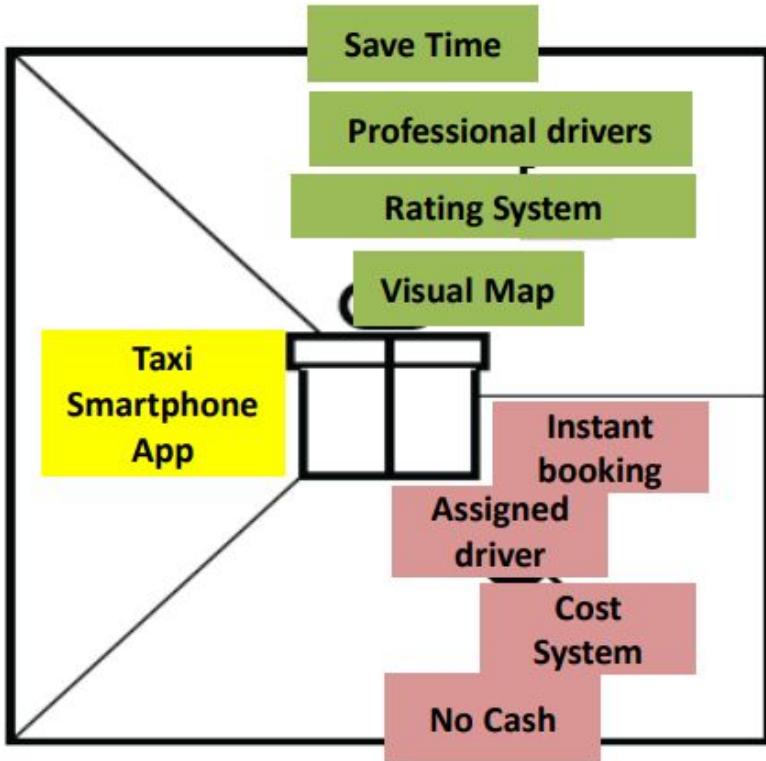
Rank pains from nice to have to essential

**Gain Creators**

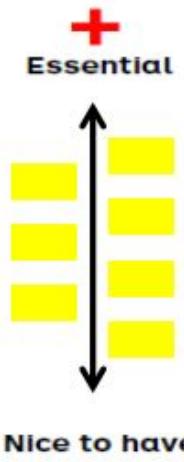
Rank gains from nice to have to essential



RANKED



Products & Services
Rank products & services from nice to have to essential



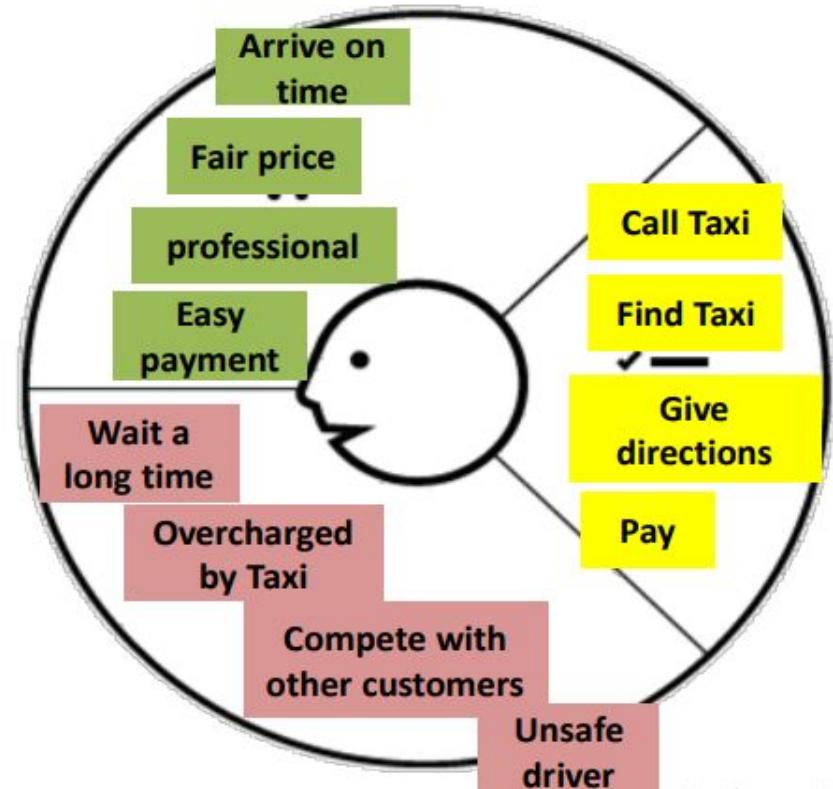
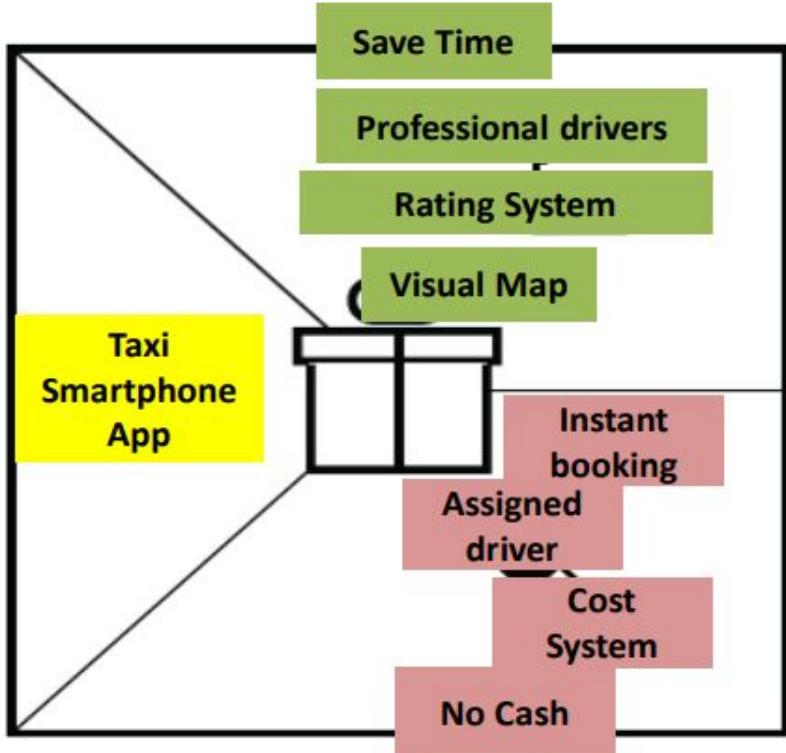
Pain Relievers
Rank pains from nice to have to essential



Gain Creators
Rank gains from nice to have to essential



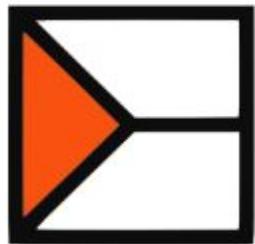
Ranked VPC



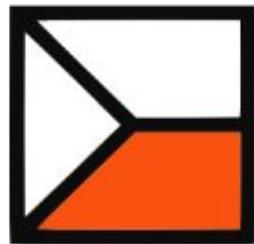
Value Map Summary

OBJECTIVE: Describe explicitly how your products and services create value

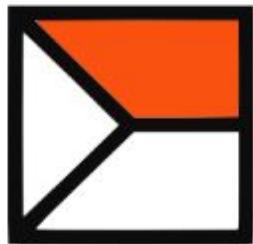
OUTCOME: 1 page map of value creation



1
List products
and services



2
Outline pain
relievers



3
Outline gain
creators

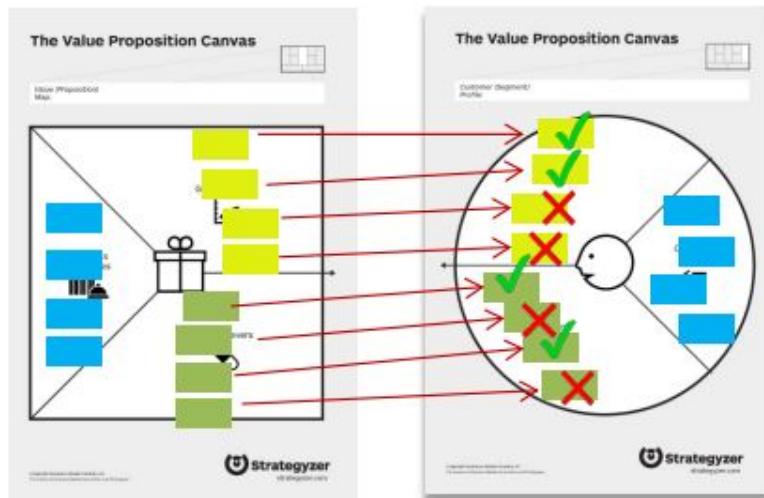


4
Rank by order
of importance

Fit Overview

OBJECTIVE: Verify if you are addressing what matters to customers

OUTCOME: Connection between your products and services and customer jobs, pains, and gains



1

Bring in the Value Proposition Map and Customer Segment Profile you completed earlier.

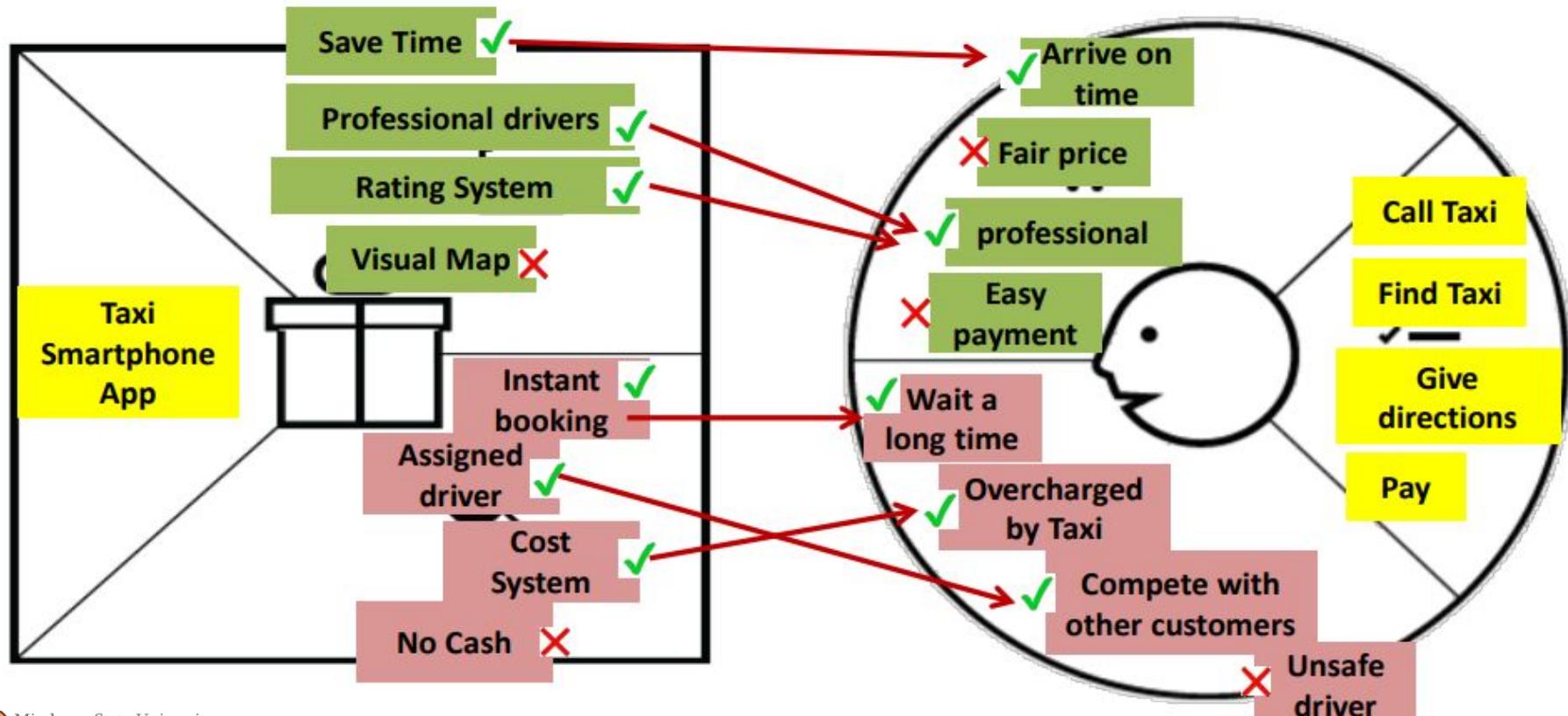
2

Go through Pain Relievers and Gain Creators one by one, and check to see whether they fit a customer job, pain, or gain.

3

Put a check mark on each one that does.

Taxi Smartphone Application



Our Taxi Smartphone App

 Products and Services

help(s) Taxi passengers

 Customer Segment

who want to

book a taxi

 jobs to be done

by minimizing waiting time for a taxi

 verb (e.g., reducing, avoiding)

 and a customer pain

and enjoying affordable prices .

 verb (e.g., increasing, enabling)

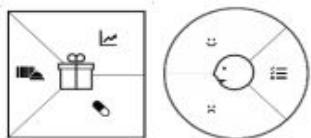
 and a customer gain

(unlike Typical taxi services by phone)

 competing value proposition

SUMMARY

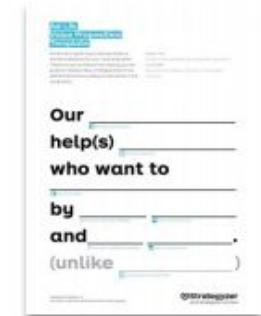
1.



The *Value Proposition Canvas (VPC)* helps clarify the **customer needs** & how to **create value** for them

2.

Extract value propositions using **ad-libs**



3.

Validate by talking to customers



4.

Take insights and update VPC

