

VALUE PREPOSITION CANVAS

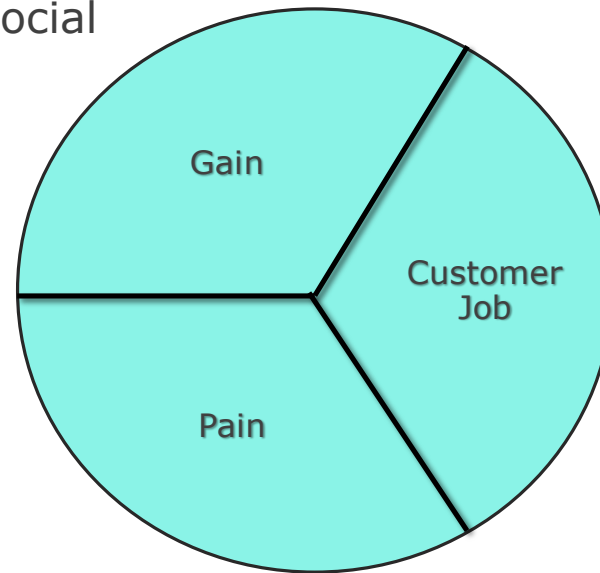
(A DAY IN THE LIFE)

Gain :

- Feeling relax, fun
- Updating news, trends and various contents
- Ordering foods
- Getting in touch with friends and social
- Trading and monitoring stocks

Pain :

- Losing times to do other things
- Getting pain in the eyes
- Feeling lazier
- Homework not finished
- Getting some stress from online contents



Customer Job :

Using Smart Phone during the day