

Lesson 7: Quantified Value Proposition

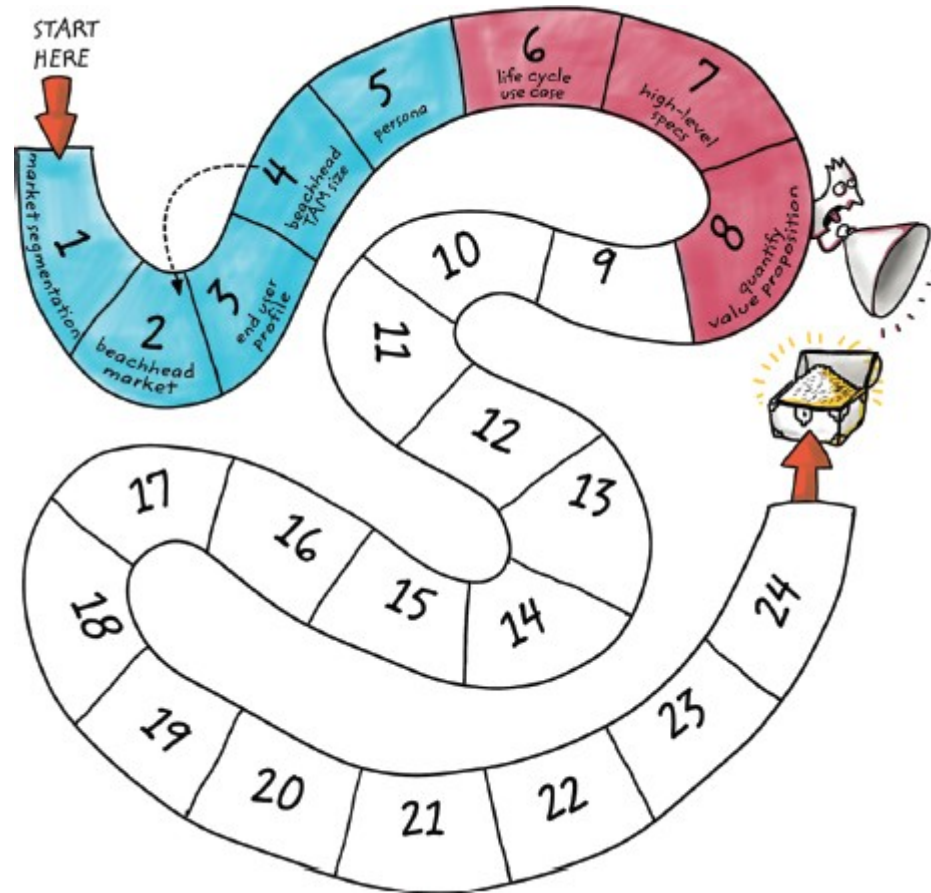
Lesson Plan

► Quantify the Value Proposition

-- Measuring the benefits and resulting value your customer will get out of the product based on his or her **top** priority

Step 8:

Quantify the Value Proposition



Quantified Value Proposition

- ▶ Gives a concrete understanding of the measureable benefits your product will bring to your target customers.



Quantified Value Proposition (QVP)

- ▶ Converts the **benefits your Persona gets from your product** into a **tangible metric** that aligns with the Persona's top priority.
 - ▶ Benefits fall into three categories: “better,” “faster,” and “cheaper.”
 - ▶ “What value do I get out of this product if I buy it?”
- ▶ Example: Feature/Benefit "X" will save \$5 per month



Aligning your Value Proposition with the Persona's Priority

- ▶ The Quantified Value Proposition (QVP) is framed by the top priority of the Persona.
 - what s/he most wants to improve or gain as a result of using your product
- ▶ To create a value proposition focused on the criteria you identified as your Persona's top priority.



“AS-IS” State vs. “POSSIBLE” State

- ▶ Map the “as-is” state in a way familiar to the customer (life without your product)
- ▶ Map the “possible” state (using your product)
- ▶ Limit yourself to one page diagram for each.
- ▶ COMPARE both states and add numbers that represent the Quantified Value Proposition (QVP)
- ▶ STATE your Quantified Value Proposition in one sentence referring to both diagrams and the numbers...
- ▶ The contrast between the states should be so clear, a customer will be able to tell very easily whether s/he needs the product or not.

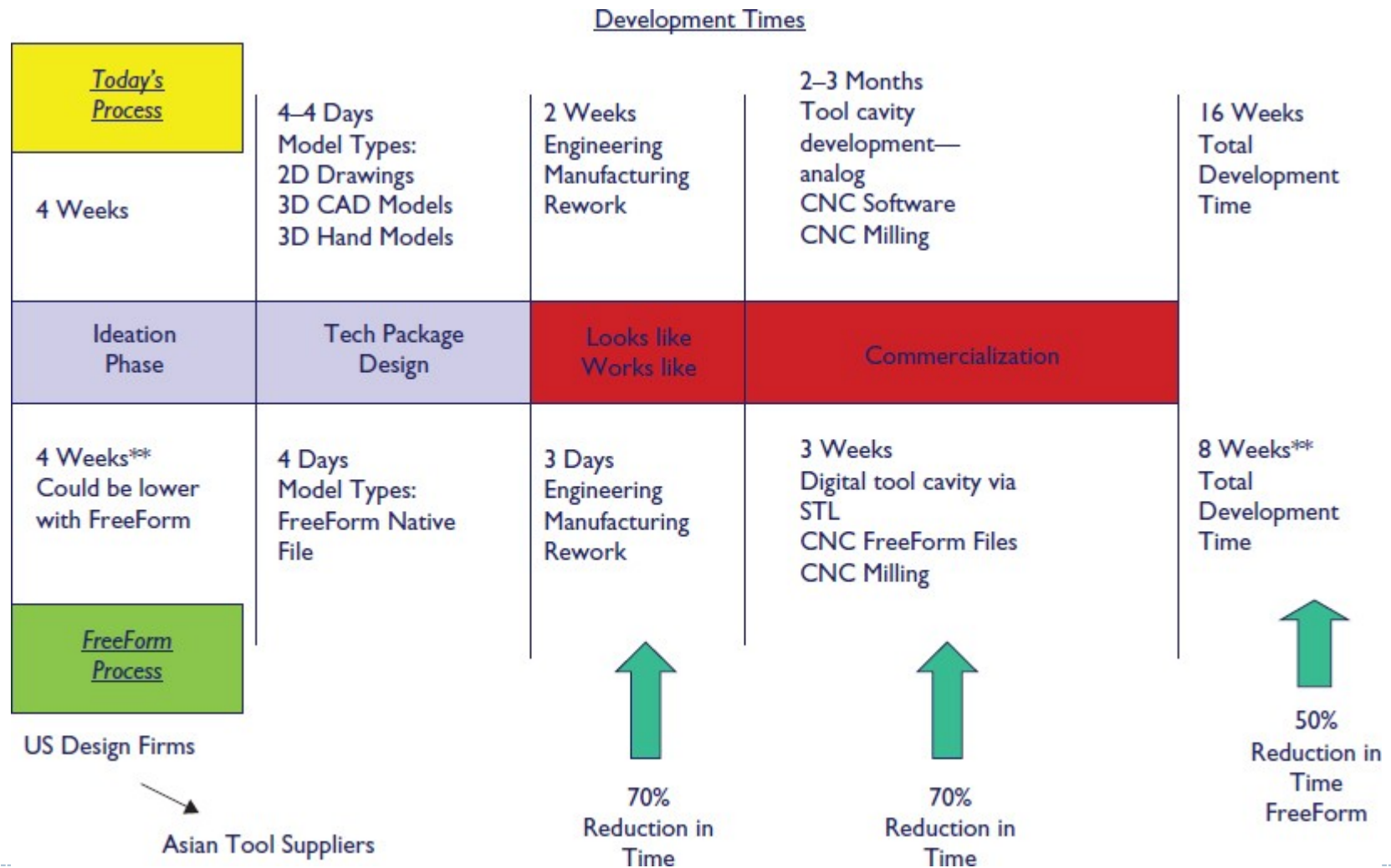


Name	Persona Review	Ed Champ
Title		Sculpting Manager, Boys' Toys R&D, Hasbro, Pawtucket, Rhode Island
Age		40 (he is about 10 years older than the developers he hangs out with; but he fits in well with the group and is thought to be one of the guys—they are almost all guys—even though he is their supervisor)
Income		\$73.5K (he is the highest paid in the group, by a good margin, due to his seniority; he has been at Hasbro in this location for 14 years and has been a top performer and promoted through the ranks)
Schooling		Missouri State University—Bachelors of Fine Arts & Science: Sculpture and Anatomy (he secretly admires Rhode Island School of Design—RISD—graduates but that is not how he got here)
Personal		Has a girlfriend, but no talk of marriage; he seems to be married to his job. He has a child from a previous relationship, but the child does not live with him; many of his friends are gay.
Career Promotion		It is very unlikely he will get further promoted as he does not like management and it is not his forte. He hopes to make more money to keep up with inflation, but mostly he just loves his job and living in Rhode Island with creative types—and at his age, the job security is good.
Industry Associations		A very strong and active member of IDSA (Industrial Design Society of America) above all else. There are local meetings which he looks forward to. These can be epic, in part because of the relevant content, but even more so because he gets

to hang out with people from RISD, Pasadena Arts Center College of Design, and the like, and talk into the night about the latest in art and design. There are national meetings as well, and he sometimes he goes to the big SIGGRAPH conference (often held in Los Angeles) where there are some great parties.

Music	His group listens to technopop artists like Thomas Dolby; while he is not wild about it, he likes it.
Socializing	His social life often revolves around his work. He likes to hang out with designers; but they don't have much money so when they go to bars, they drink wine (but not beer) and sip whatever drink they get so that it lasts. They have little disposable income so they have to be very careful to not blow money. Interestingly, they are more likely to do designer drugs (e.g., ecstasy) than to lose control by getting drunk. At the bars they go to in Providence, he and his friends often wear all black. It is also common for them to have body piercings, wear jewelry, and have discreet tattoos. But always, their life revolves around art and talking about art.
Heroes	Milton Glaser, John Lasseter (Disney & Pixar), Steve Jobs
What Gets Him Motivated	Making great products and seeing them get to market with his design intent.
What He Fears Most	<ol style="list-style-type: none">1. Having to leave Hasbro because it is bought or something worse. This is not true for the other designers, but unique to him.2. Putting out a product that he feels is crap because he ran out of time to get it done right.3. Having his design intent ruined by the engineers after he sends it on to them.
Priorities	<ol style="list-style-type: none">1. Time to market.2. Being able to express his design intent.3. Being assured his design intent is not lost when engineers get ahold of it.

Example of QVP for FreeForm 3D Modelling System



Summary

- ▶ Quantified Value Proposition (QVP) is based on your persona's Top Priority – what is most important to him or her (relates to your product)
- ▶ Compare the “As-is” state to the “Possible” state to demonstrate what your Persona's life would be like with their problem solved (with your product)

