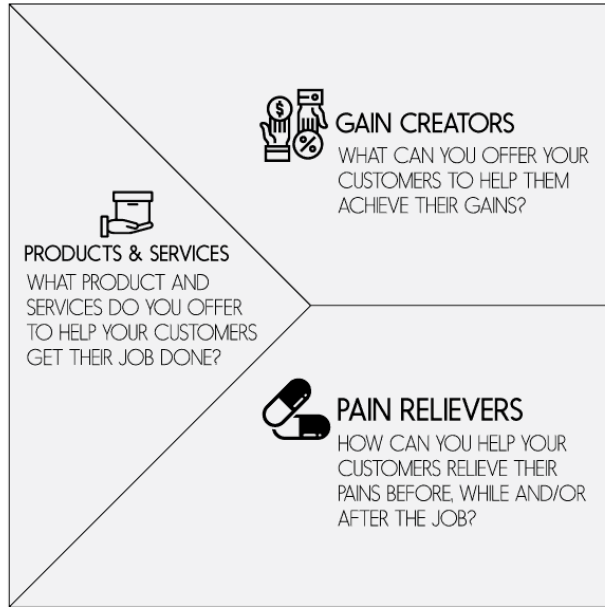# Homework O3
Value Proposition Canvas

BADS7105 – CRM Analytics and Intelligence
Yupalapas Panomvongkasem

What is value proposition canvas?

GAIN CREATORS
WHAT CAN YOU OFFER YOUR CUSTOMERS TO HELP THEM ACHIEVE THEIR GAINS?

PRODUCTS & SERVICES
WHAT PRODUCT AND SERVICES DO YOU OFFER TO HELP YOUR CUSTOMERS GET THEIR JOB DONE?

PAIN RELIEVERS
HOW CAN YOU HELP YOUR CUSTOMERS RELIEVE THEIR PAINS BEFORE, WHILE AND/OR AFTER THE JOB?

GAINS
WHAT WOULD MAKE YOUR CUSTOMER HAPPY? WHAT BENEFITS DO HE SEEK FROM DOING THE JOB?

JOB-TO-BE-DONE
WHAT IS THE JOB THE CUSTOMER WANTS TO GET DONE?

PAINS
WHAT TROUBLES YOUR CUSTOMER IN DOING HIS JOB? WHAT'S PREVENTING HIM FROM GETTING THE JOB DONE?

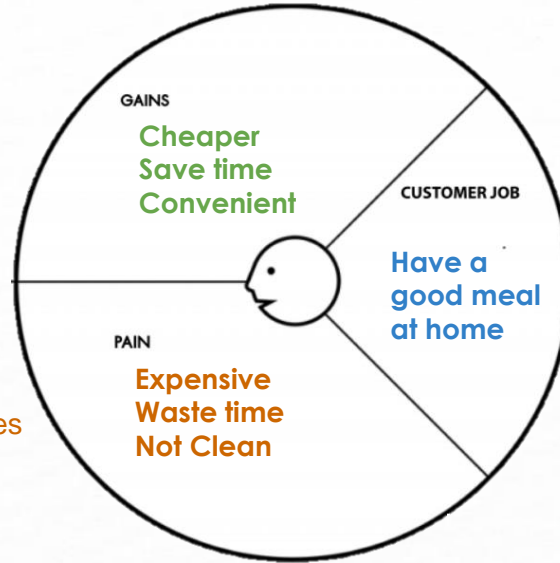# **V**alue **P**roposition **C**anvas

Gain

- Cheaper & more convenient
- Save time and easy for person who never cooking
- Have a good time with family/ friends
  (cooking/ have meal together)
- Can control calories for a person who is on diet

Pain

- Buying from restaurants, sometimes not tasty and not clean.
- Expensive
- Menu not updated, repeatedly the same
- Waste time for queuing
- Waste time for traveling
- Fear of corona virus

GAINS

Cheaper
Save time
Convenient

CUSTOMER JOB

Have a good meal at home

PAIN

Expensive
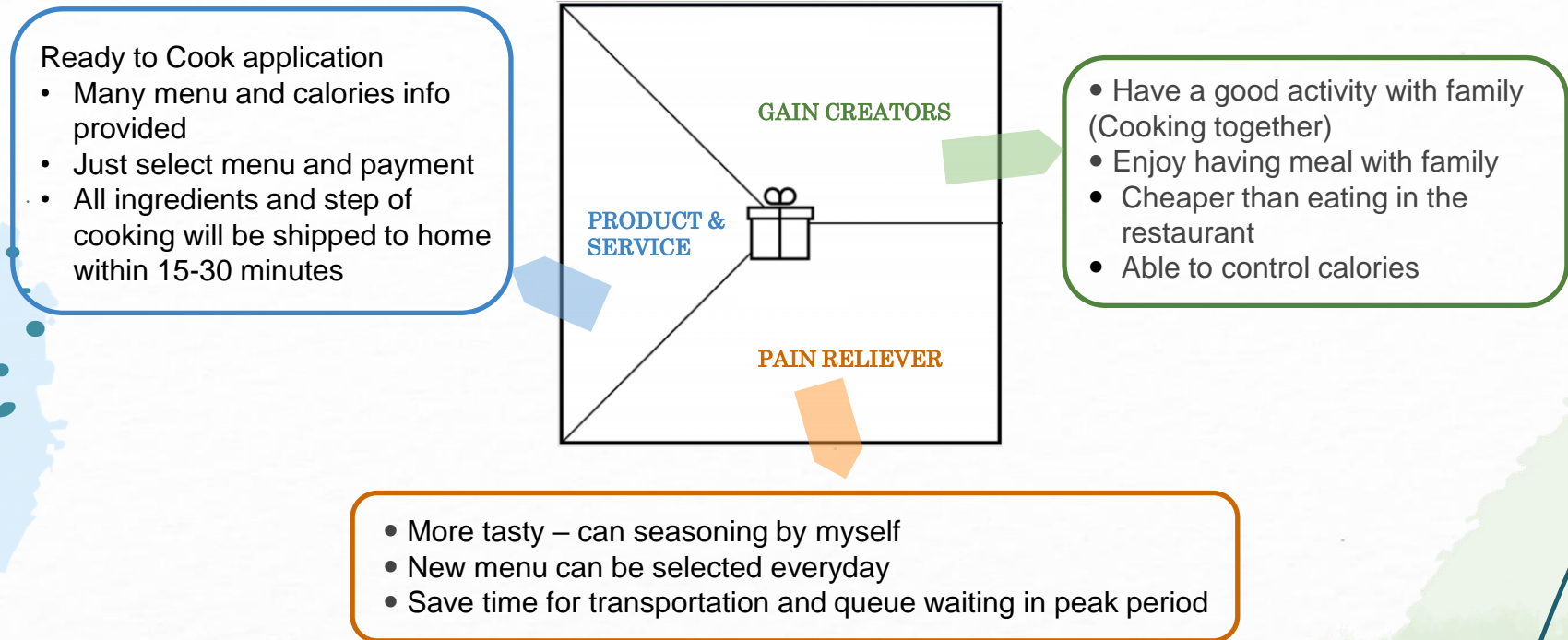**Waste time**
Not Clean

Job : Have a good meal at home

- Would like to have a good taste & quality meal at home
- Save time for preparing ingredient & cooking
- New menu always update
- Can suggest dishes to customer or set up meal depends on calories input

Background

- A person who don't know what to eat and boring the same menu everyday.
- A person who would like to cook by themselves but no experience/ knowledge
- Office worker who don't have time for shopping ingredient and cooking

Value **P**roposition **C**anvas

Ready to Cook application
- Many menu and calories info provided
- Just select menu and payment
- All ingredients and step of cooking will be shipped to home within 15-30 minutes

PRODUCT & SERVICE

GAIN CREATORS

PAIN RELIEVER

- Have a good activity with family (Cooking together)
- Enjoy having meal with family
- Cheaper than eating in the restaurant
- Able to control calories

- More tasty – can seasoning by myself
- New menu can be selected everyday
- Save time for transportation and queue waiting in peak period

THANK YOU