

# Value Proposition Design

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# Value Proposition Canvas



**Who is it for?**



**Why will they buy it?**



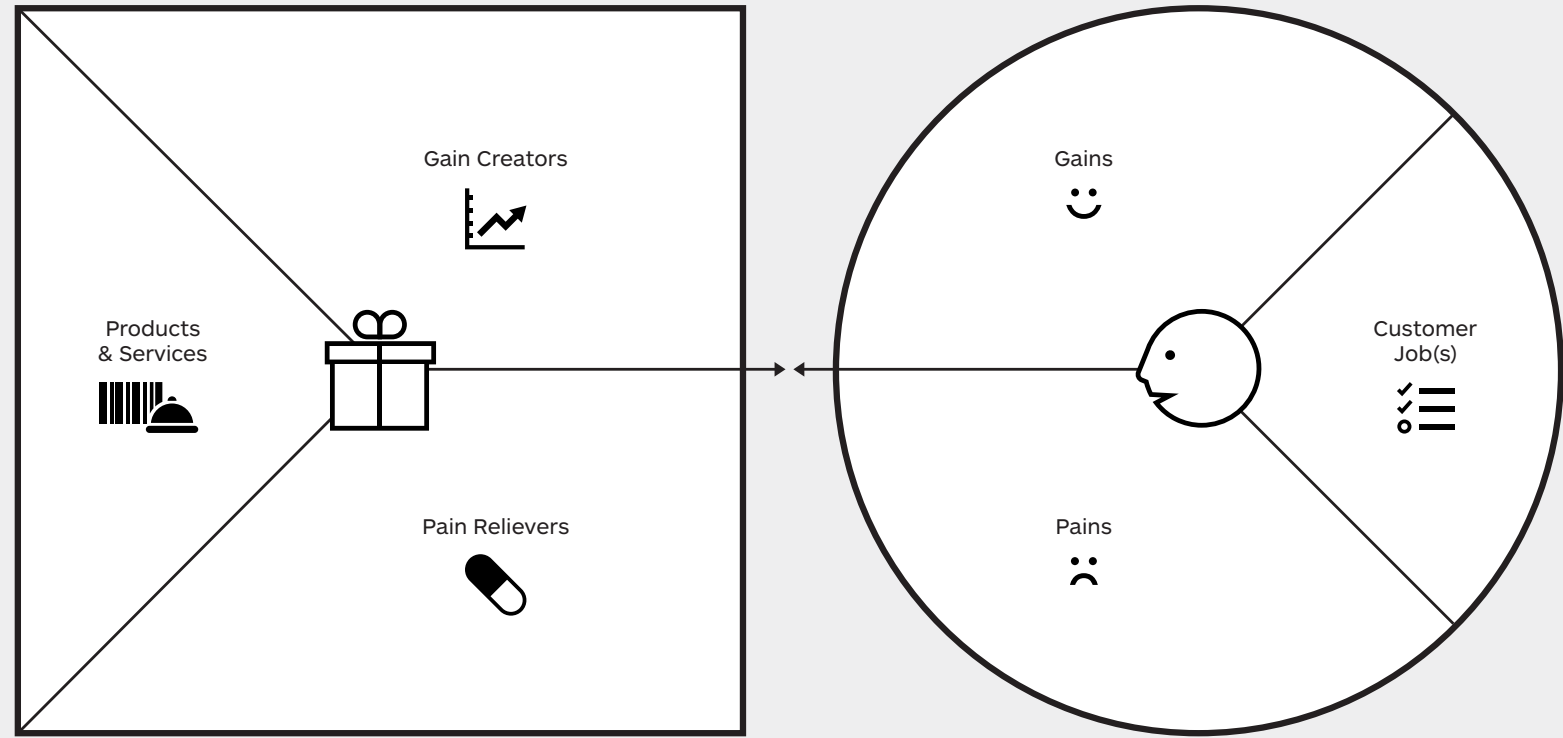
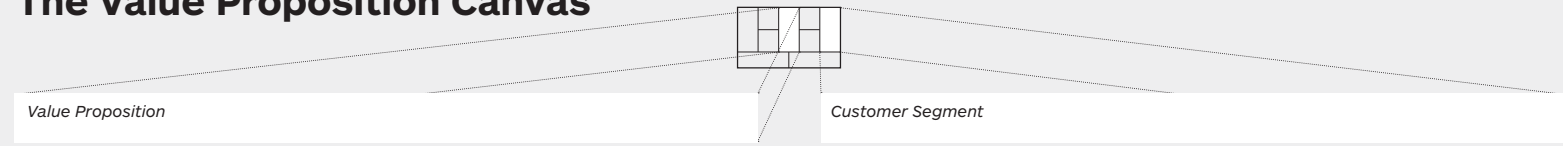
**Why will they buy it *from you?***

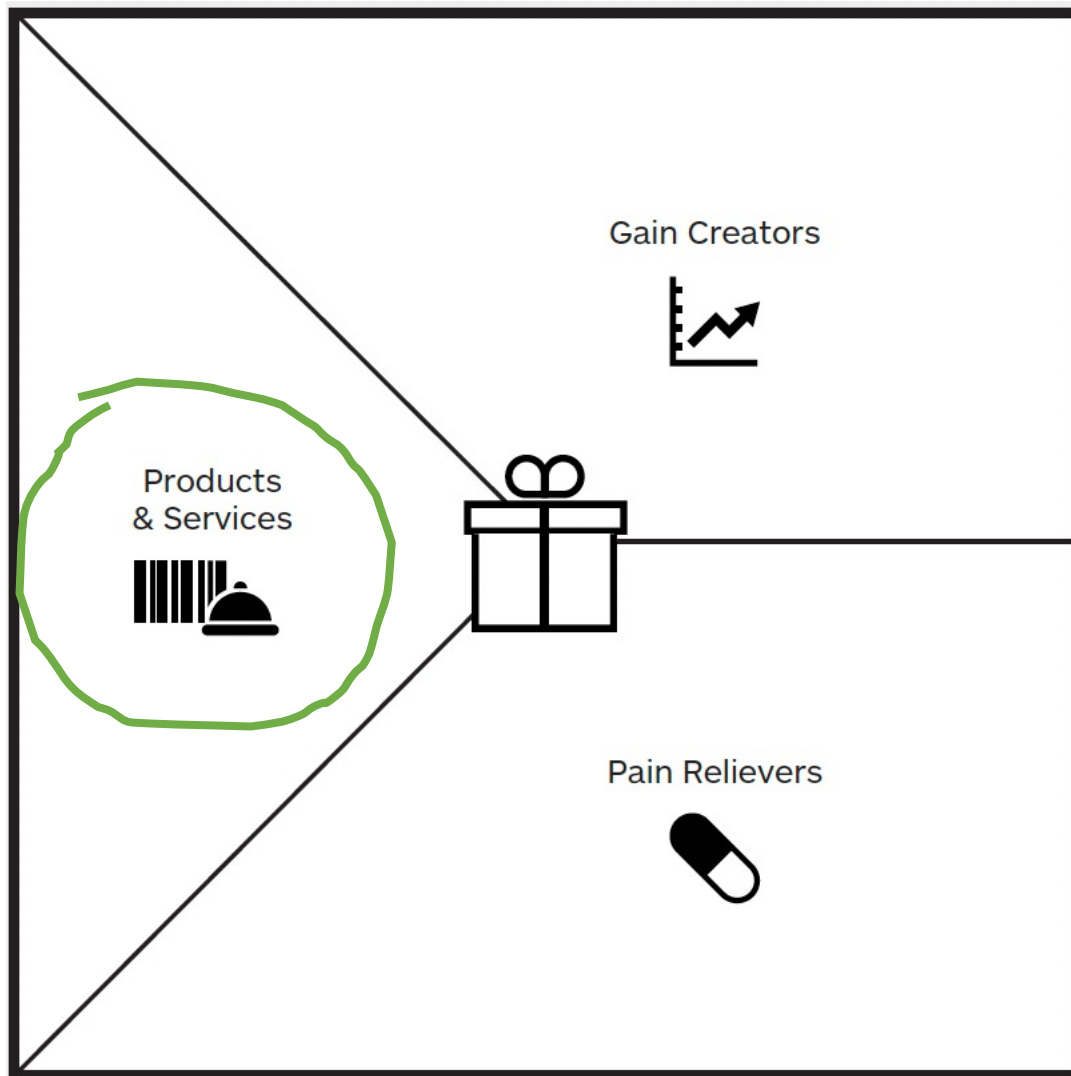
What do you offer your customer to create gains?

What products/services do you offer your customer to help them get jobs done?

What do you offer your customer to help them relieve pain?

## The Value Proposition Canvas

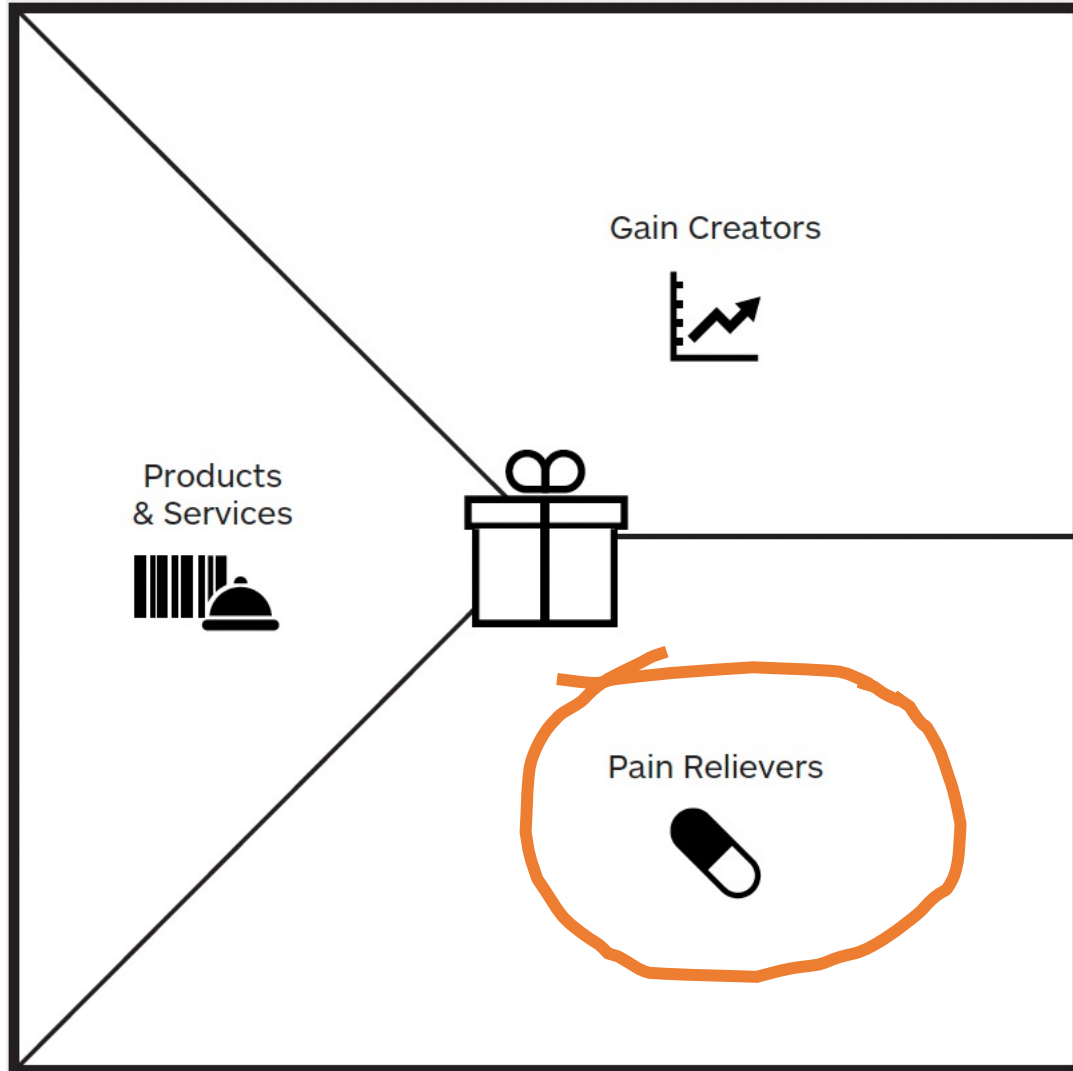




## Products & Services

A list of what you offer.

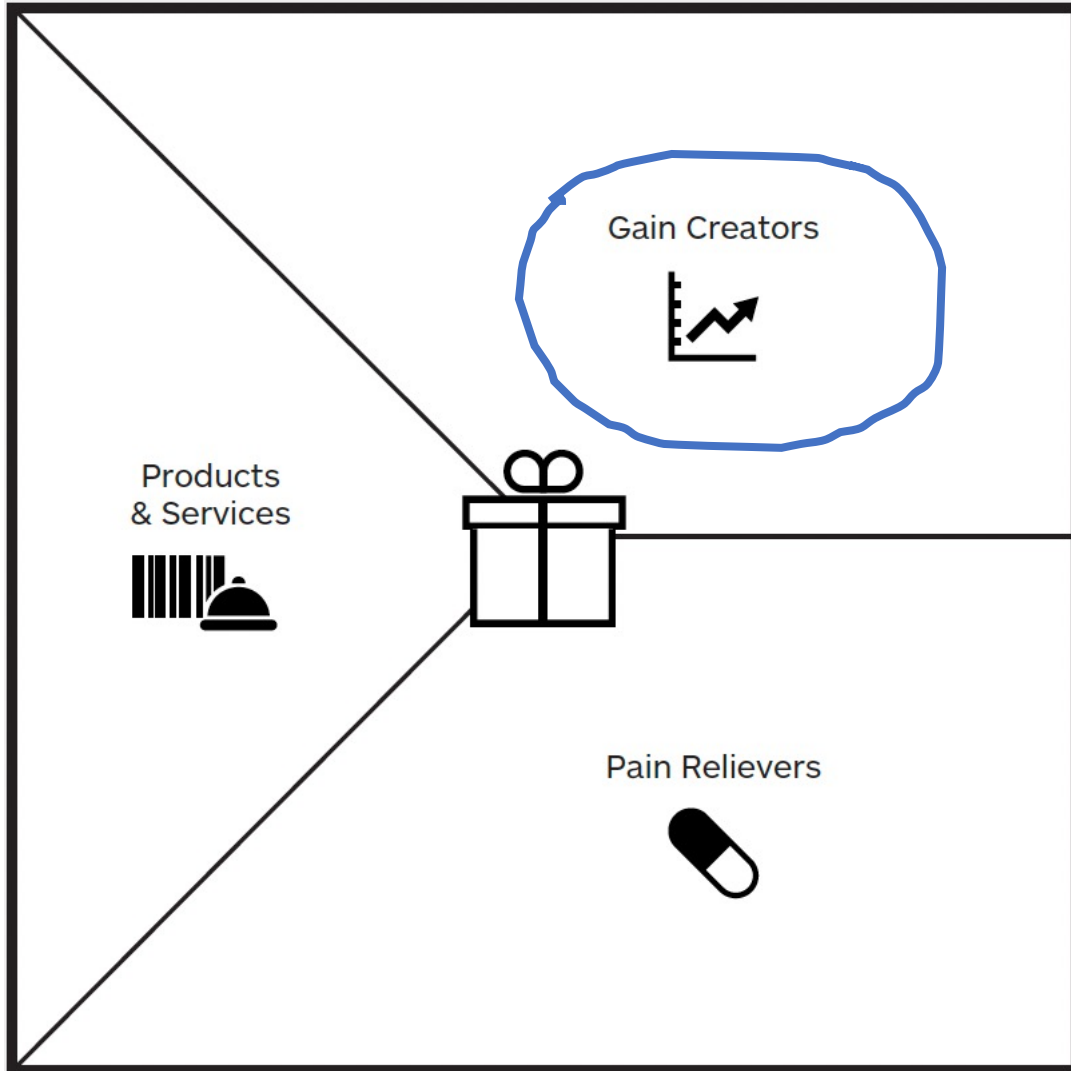
- Physical/tangible
- Intangible
- Digital
- Financial



## Pain Relievers

**Describe how exactly your products & services alleviate specific customer pains.**

**Eliminate or reduce some of the things that annoy your customers before, during or after they are trying to complete a job or that prevent them from doing so.**



## Gain Creators

Describe how your Products & Services create customer gains.

How you intend to produce outcomes and benefits that your customer:

- Expects
- Desires
- Would be surprised by

Include

- Functional utility
- Social gains
- Positive emotions
- Cost savings

# Exercise



**1. List the Brown's Products and Services**



**2. List Pain Relievers and Gain Creators their product/service provide**



**3. Rank Products/Services, Pain Relievers, Gain Creators from most essential to nice to have**



# Value Propositions

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- **The bundle of products and/or services that caters to the requirements of a specific Customer Segment**
- **Solve a problem or satisfies a need**
- **The reason customers turn to one organization over another**



A Bank, is a  
bank, is a  
bank



If true how then why are some so much more successful than others?



Why did you choose your bank?

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**Accessibility to Capital**

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**Technology**

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**Convenience**

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**Industry Experience**

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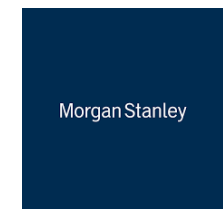
**Relationship & Reliability**

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**Delivery Channel & Ancillary Services**

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**Customer Service**





# Other Examples

## Value Proposition

- Happiness
- Performance
- Customization
- Design
- Brand/status
- Price
- Fast delivery
- Accessibility
- Convenience/usability

## Company

Rolex  
Walmart  
iTunes  
Coca-cola  
Intel  
NetJets  
Target  
Amazon  
Nike

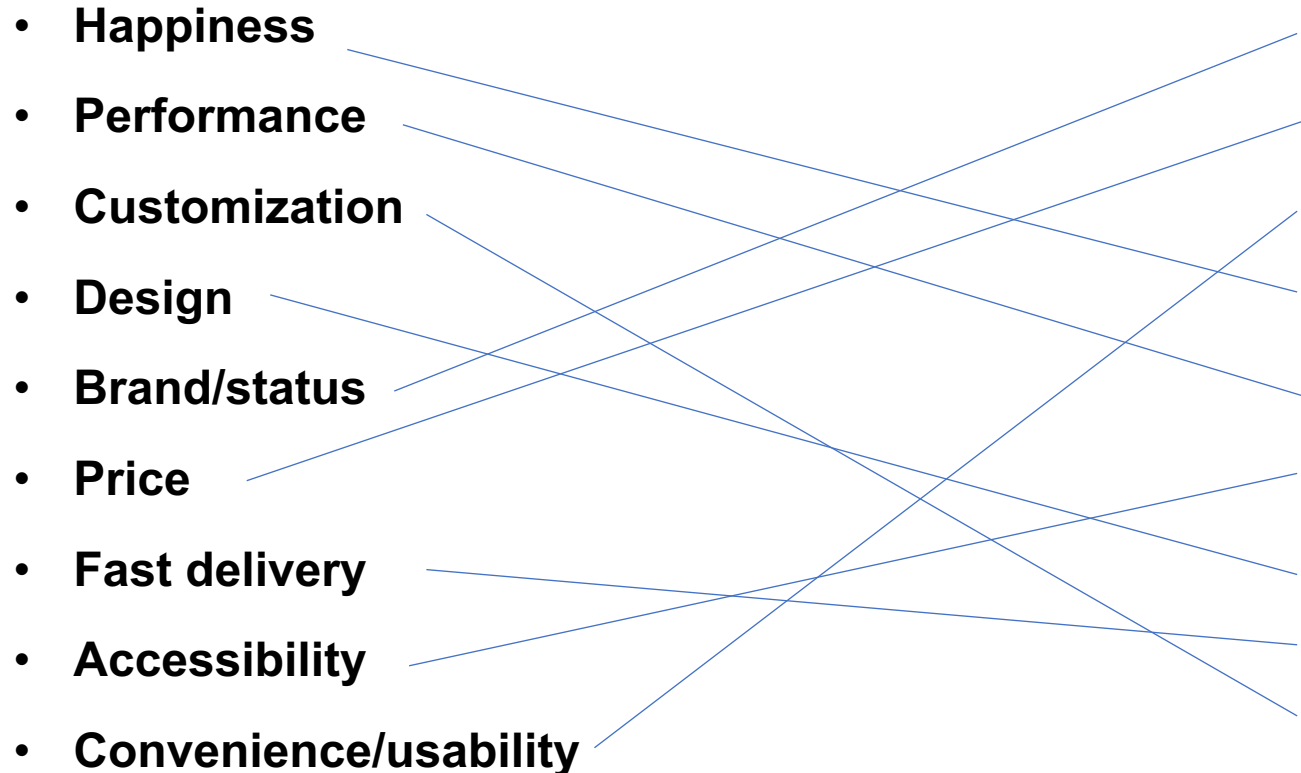
# Other Examples

## Value Proposition

- Happiness
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## Company

- Rolex
- Walmart
- iTunes
- Coca-cola
- Intel
- NetJets
- Target
- Amazon
- Nike



# Value Proposition Trigger Questions

What value do the Brown's deliver to the customer?

- Which of the customer's problems are they helping to solve?
- Which customer needs are they satisfying?
- What bundles of products and services are they offering to each Customer Segment?

# Exercise



**What are the Brown's Value Propositions?**



**Brainstorm before trying to complete the worksheet**



**Consolidate your ideas to complete the worksheet**

# Learning Objectives

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- Understand how the Value Proposition Canvas helps to identify unique Value Propositions, based on customer needs and wants.
- Products and services create value only in relationship to specific customer segment – and only relative to customers' jobs, pains and gains.
- Great value propositions are about making choices regarding which jobs, pains and gains to address and which to ignore.