# Value Proposition Canvas

## Gain Creators

Describe how your products and services create customer gains. How do they create benefits your customer expects, desires, or would be surprised by? (Including. functional utility, social gains, positive emotions, and cost savings).

**DO THEY...**

Create savings that make your customer happy? (e.g. time, money, effort)

Produce outcomes your customer expects or that go beyond they expectations? (better quality, more of something, less of something)

Copy or outperform current solutions that delight your customer? (specific features, performance, quality)

Make your customer's job or life easier? (flatter learning curve, usability, accessibility, more services, lower cost of ownership)

Create positive social consequences that your customer desires? (e.g. make them look good, status symbol)

Do something customers are looking for? (good design, guarantees, specific or more features)

Fulfill something customers are dreaming about?

## Products & Services

List all the products and services your value proposition is built around

Which products and services do you offer that help your customer get either a functional, social, or emotional job done, or help him/her satisfy basic needs?

**BUYER, CO-CREATOR, TRANSFERRER**

What ancillary products and services help your customers perform these three roles?

Products and services may be tangible, digital / virtual, or financial.

Rank products and services according to their importance to your customer. Are they crucial or trivial?

## Pain Relievers

Describe how your products and services alleviate customer pains. How do they eliminate or reduce negative emotions, undesired costs and situations, and risk your customer experiences or could experience before, during, and after getting the job done?

**DO THEY...**

Produce savings? (e.g. time, money, effort)

Make your customers feel better? (stops frustrations, annoyances, things that give them a headache)

Fix under-performing solutions? (new features, better performance, better quality)

Limit or eradicate common mistakes customers make? (e.g. usage mistakes)

Remove barriers that are keeping your customer from adopting solutions? (e.g. lower upfront costs, flatter learning curve, less resistance to change)

*Value Proposition*

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Describe the benefits your customer expects, desires, or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

**QUESTIONS TO ASK YOURSELF**

Which savings would make your customer happy?

What outcomes does your customer expect, and what would go beyond his/her expectations?

How do current solutions appeal to your customers?

What are customers looking for? (e.g. good design, guarantees, specific or more features)

How does your customer measure success and failure?

## Customer Jobs

Describe what each specific customer segment is trying to get done. It could be tasks they are trying to perform and complete, the problem they are trying to solve, or the needs they are trying to satisfy.

**QUESTIONS TO ASK YOURSELF**

What functional jobs are you helping your customer get done?

What basic needs are you helping your customer satisfy? (e.g. communication, survival, etc.)

## Customer Gains

## Customer Pains

Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done.

**QUESTIONS TO ASK YOURSELF**

What does your customer find too costly? (e.g. takes a lot of time, costs too much money, requires substantial effort)

What makes your customer feel bad?

How are current solutions under-performing for your customer? (e.g. lack of features, performance, or malfunctioning)

What common mistakes does your customer make?

What risks does your customer fear? (e.g. financial, social, technical risk, or what could go awfully wrong)

*Customer Segments*

Notes:

# Value Proposition Canvas

**Dienamics**
*Ideas Moulded by Experience*

Gain Creators

Products & Services

Pain Relievers

Customer Gains

Customer Pains

Customer Jobs

*Value Proposition*

*Customer Segments*

Notes: