

Value Proposition and Customer Profiles



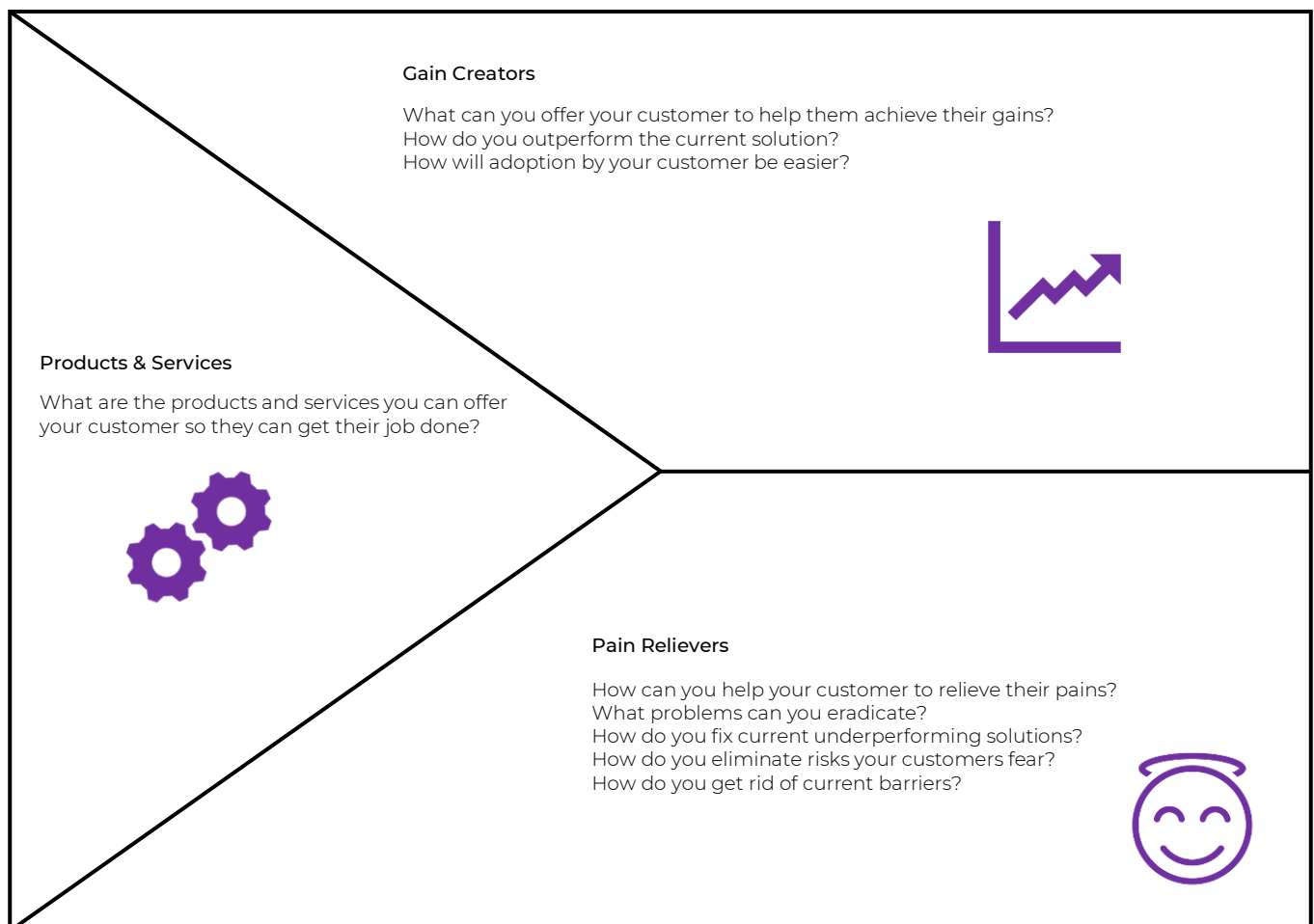
The Value Proposition is a framework to ensure that there is a fit between your product and market.

It should be used when there is a need to refine an existing product or service offering, or when a new offering is being developed from scratch, for an existing market.

It is a great tool for understanding how customers make decisions, and therefore helps us create offers that they will find appealing. This shows you how to observe your customers, design your offers, and predict which value propositions will best delight your audience.

It identifies your customers main jobs-to-be-done and the pain/friction they face when trying to accomplish these, as well as the gains they perceive by getting their job done.

With the value proposition canvas, you must always start with the customer. Who exactly are you designing the product/service for?





Customer requirements are a complex mixture of many requirements and are often contradictory. It is important for businesses to map what these needs are, which ones they would like to cover, and prioritize which one they want to solve first

Your customers aren't robots, they're real people who make fast, instinctive decisions.

They don't have time to do lots of research. They just want to solve the problems they face day to day. Are you offering something that solves their pain points and makes their life easier?

The customer profile graph to the right can be filled in by considering:

- Gains – the benefits which the customer expects and needs, what would delight customers and the things which may increase likelihood of adopting a value proposition.
- Pains – the negative experiences, emotions and risks that the customer experiences in the process of getting the job done.
- Customer jobs – the functional, social and emotional tasks customers are trying to perform, problems they are trying to solve and needs they wish to satisfy.

