Value Proposition

What it is

The **Value Proposition** canvas allows you to think and work on the benefits that your users can get using your products or services.

The right part (Client Profile) focus on understanding the user. What are their jobs to be done? What are their pains? and their gains?

The left part (Value Map) describes how are you going to create value for your user.

We're looking for a fit between these two parts.

Why use it

Having a solid Value Proposition is fundamental on any project we are developing.

The Value Proposition canvas is going to be really helpful to identify whether or not the product or service that we are designing makes sense for the users who will use it.

If you reach customer-value fit, it gives you and your team confidence to move on with the design and development of the project.

Also, it is the first step before building the Business Model Canvas.

How to use it

1. Using postits start by filling the blocks on the right part of the canvas, the Customer Profile, and then move on to the left side, the Value Map.

2. Customer Jobs: write in postits things that your potential users are trying to get done (in their life, work, home). **A**
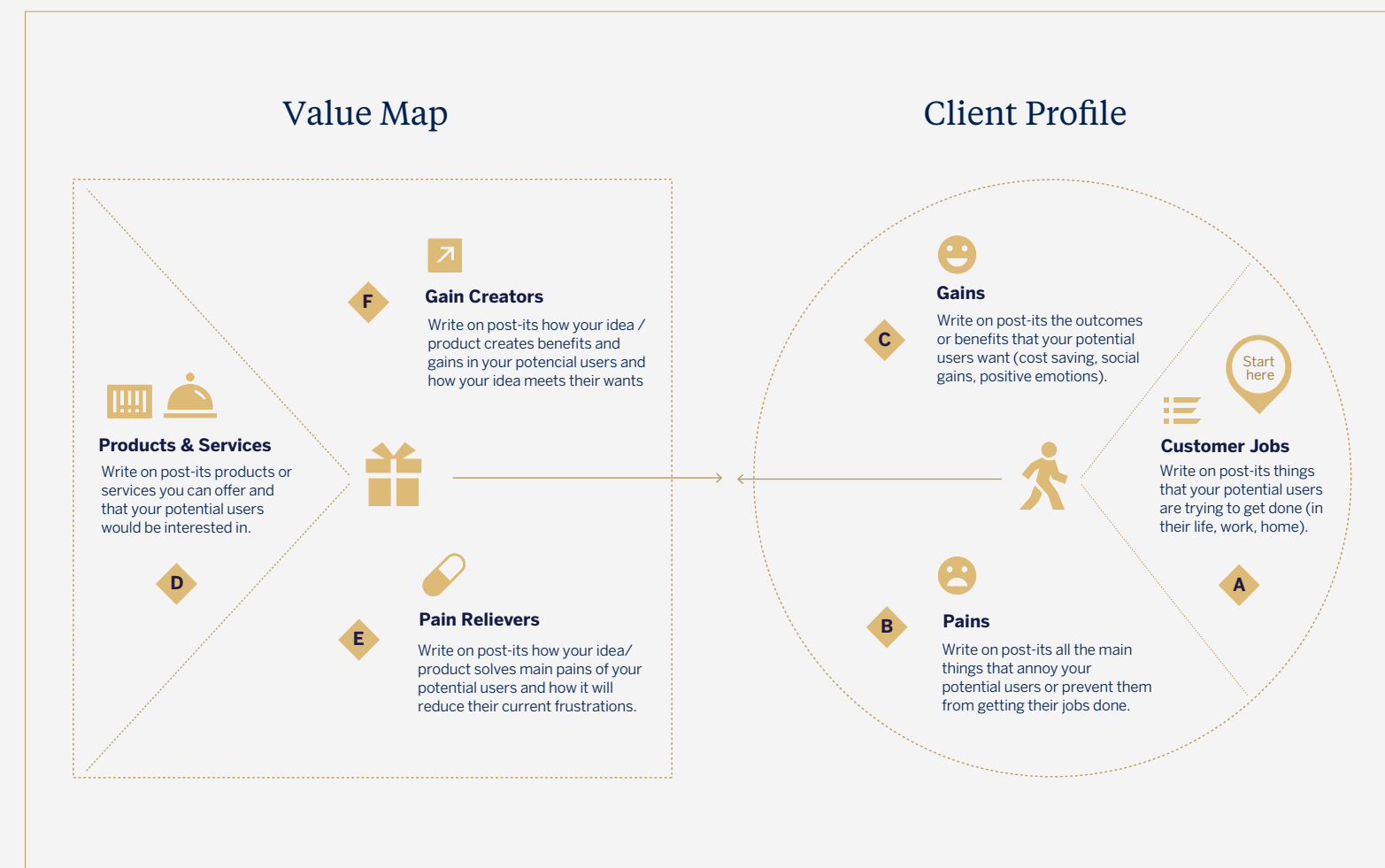
3. Pains: write in postits all the main things that annoy your potential users or prevent them from getting their jobs done. **B**

4. Gains: write in postits the outcomes or benefits that your potential users want (cost saving, social gains, positive emotions). **C**

5. Product & Services: write in postits products or services you can offer and that your potential users would be interested in. **D**

6. Pain relievers: write in postits how your idea/product solves main pains of your potential users and how it will reduce their current frustrations. **E**

7. Gain creators: write in postits how your idea / product creates benefits and gains in your potencial users and how your idea meets their wants **F**

Value Map

F Gain Creators
Write on post-its how your idea / product creates benefits and gains in your potential users and how your idea meets their wants

Products & Services
Write on post-its products or services you can offer and that your potential users would be interested in.

D

E Pain Relievers
Write on post-its how your idea/product solves main pains of your potential users and how it will reduce their current frustrations.

Client Profile

C Gains
Write on post-its the outcomes or benefits that your potential users want (cost saving, social gains, positive emotions).

Start here

Customer Jobs
Write on post-its things that your potential users are trying to get done (in their life, work, home).

A

B Pains
Write on post-its all the main things that annoy your potential users or prevent them from getting their jobs done.

Tips & Tricks

TEAM
2-5 people

TIME
Between 20 and 30 minutes. It depends on the level of definition of the user that you have, or the parts of the value proposition that you will focus on.

MATERIALS
Large paper, printed canvas for reference, markers, sticky notes.

FOR BEST RESULTS
Keep it simple. Don't expect to build a value proposition for everything that a user needs. Focus on where you know that your idea can be good at helping them. Based your customer profile on research findings, persona, of course.

WHAT IT HELPS YOU ACHIEVE
• A solid basement to continue developing the project, knowing that what you are doing makes sense.
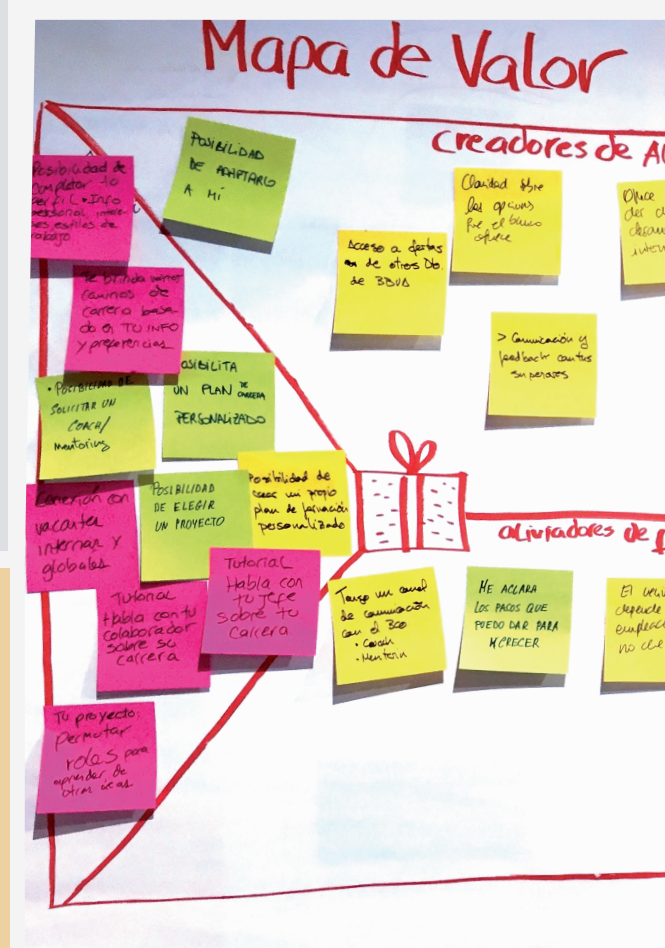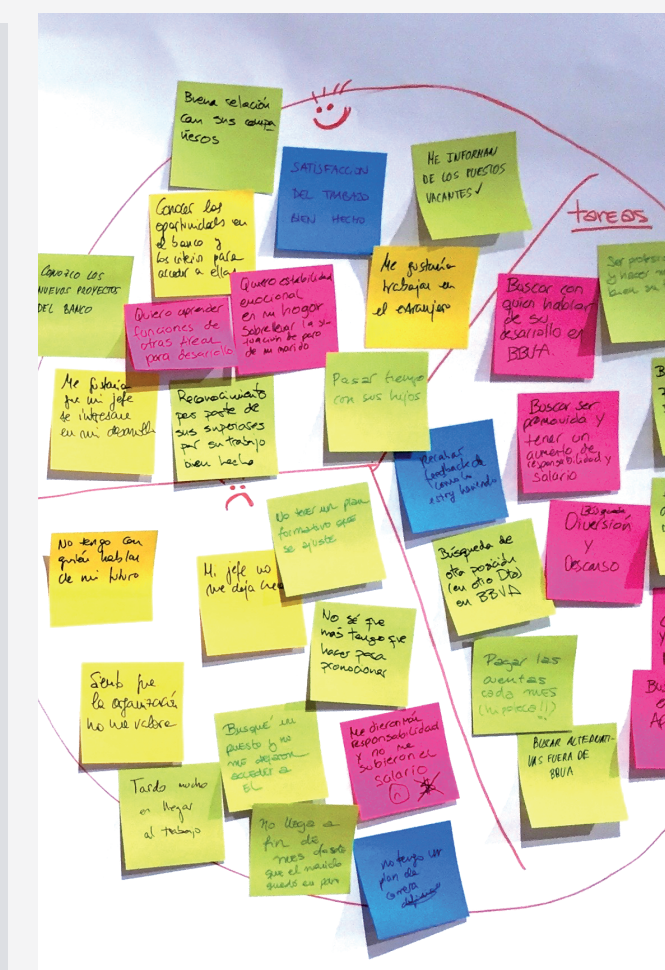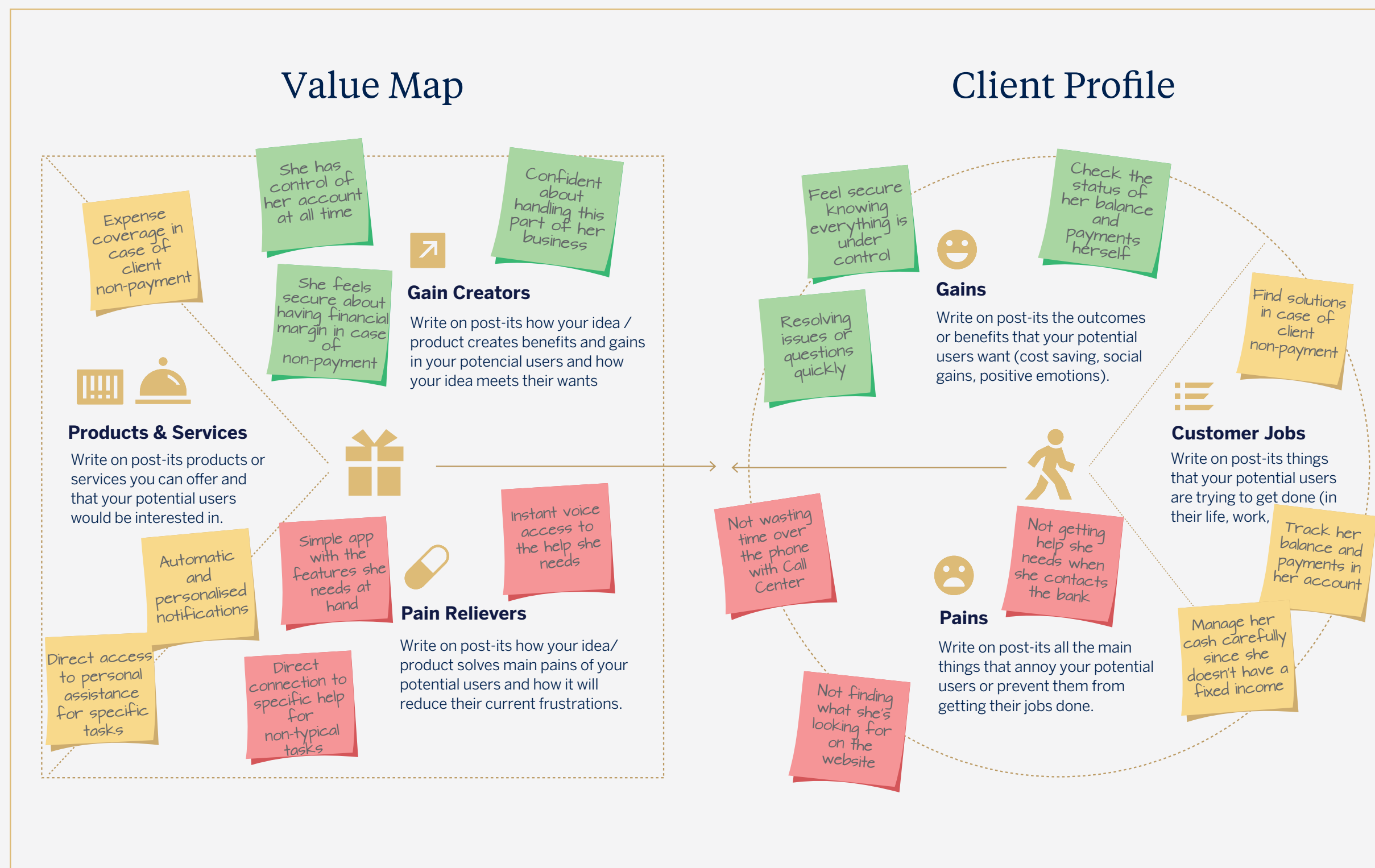
FOR AGILE
...

TOOLS AND ACTIVITIES BEFORE YOU START
• Interviews. Research.
• Ideation and Concept Sketch

TOOLS AND ACTIVITIES FOR AFTERWARDS
• Business Model Canvas
• Customer Journey
• Bodystorming

Value Proposition

Value Map

Client Profile

Expense coverage in case of client non-payment

She has control of her account at all time

Confident about handling this part of her business

She feels secure about having financial margin in case of non-payment

Gain Creators
Write on post-its how your idea / product creates benefits and gains in your potencial users and how your idea meets their wants

Products & Services
Write on post-its products or services you can offer and that your potential users would be interested in.

Automatic and personalised notifications

Simple app with the features she needs at hand

Instant voice access to the help she needs

Pain Relievers
Write on post-its how your idea/ product solves main pains of your potential users and how it will reduce their current frustrations.

Direct access to personal assistance for specific tasks

Direct connection to specific help for non-typical tasks

Feel secure knowing everything is under control

Check the status of her balance and payments herself

Resolving issues or questions quickly

Gains
Write on post-its the outcomes or benefits that your potential users want (cost saving, social gains, positive emotions).

Find solutions in case of client non-payment

Customer Jobs
Write on post-its things that your potential users are trying to get done (in their life, work,

Not wasting time over the phone with Call Center

Not getting help she needs when she contacts the bank

Track her balance and payments in her account

Pains
Write on post-its all the main things that annoy your potential users or prevent them from getting their jobs done.

Manage her cash carefully since she doesn't have a fixed income

Not finding what she's looking for on the website

Some extra considerations

Here are some suggestions and tips that might help you getting the most of your value proposition.

- You may want to define a value proposition for each of your persona when they have different pains and jobs to be done from each other.
- Use color code to relate blocks of contents from right side to left side: jobs to be done and products & services; pains and pains releivers; gains and gains creators.

- Don't mix present and future and avoide confusions. Distinguish between presently existing and future ideas by using colour coding or by using separate value proposition maps.
- Try to combine words and images / drawings in your postits because that allow viewers to grasp more rapidly and easy the big picture of your value proposition.

BBVA

Value Proposition

Value Map

Gain Creators
Write on post-its how your idea / product creates benefits and gains in your potencial users and how your idea meets their wants

Products & Services
Write on post-its products or services you can offer and that your potential users would be interested in.

Pain Releivers
Write on post-its how your idea/ product solves main pains of your potential users and how it will reduce their current frustrations.

Client Profile

Gains
Write on post-its the outcomes or benefits that your potential users want (cost saving, social gains, positive emotions).

Customer Jobs
Write on post-its things that your potential users are trying to get done (in their life, work, home).

Pains
Write on post-its all the main things that annoy your potential users or prevent them from getting their jobs done.

BBVA

Value Proposition

Value Map

Client Profile

Special of the day for repeat users

↗
Gain Creators

Write on post-its how your idea / product creates benefits and gains in your potencial users and how your idea meets their wants

Easy search bar

Search hotels on a map

Products & Services

Write on post-its products or services you can offer and that your potential users would be interested in.

🎁

Easiily filter options such Price, stars, etc

Save favorites, and compare directly online

You can book and pay online

Pain Relievers

Write on post-its how your idea/ product solves main pains of your potential users and how it will reduce their current frustrations.

Filter via customizable parameters

Book everything via the platform and keep confirmation in account (no printing)

😀
Gains

Write on post-its the outcomes or benefits that your potential users want (cost saving, social gains, positive emotions).

Find convenient location

Find best deals for my budget

Compare different parameters such as costs, amenities and location

Search hotel options

Customer Jobs

Write on post-its things that your potential users are trying to get done (in their life, work, home).

A pain to compare so many different options

Some hotels reserve via email form

Book hotel online

Hard to evaluate costs, amenities and location across options

😟
Pains

Write on post-its all the main things that annoy your potential users or prevent them from getting their jobs done.