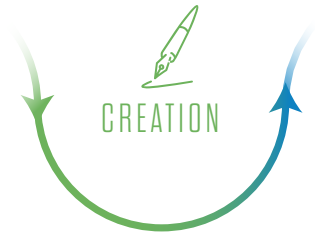




VALUE PROPOSITION CANVAS

The Value Proposition Canvas (VPC) is the core part of the Business Model Canvas. The VPC focuses on the user and his requirements viz à viz the service provider service proposition. It helps designers to find out why the user needs a service (job-to-be-done), what the user can perceive as extra value (gains) and what the user finds disadvantageous (pains).



PREPARATION:
up to 15 minutes

DURATION:
45-60 minutes

FACILITATORS:
1 per workshop

RESOURCES:
Pens, Post-its, a large sheet of paper or whiteboard

PARTICIPANTS:
1-8, design team, partners, community members, etc.

EXPECTED OUTCOME:
Fit between the service value proposition user needs

DESIGN PHASE:
Creation

TEMPLATE OR GUIDELINES:
Value Proposition Canvas

1. START:

State the design challenge (i.e. the selected “How Might We” statement) or a sub-focus area of it.

2. IDENTIFY:

Based on your design challenge or the focus of what you are interested in, define the criteria and select suitable participants, considering not only who they are, but also what activities they would do.

3. PREPARE:

Think about what expectations will be set up-front, how you will start and end the workshop, and how much time participants are expected to dedicate to this activity. Then, organize a meeting with the selected participants, and prepare the results of the idea generation or idea filtering by printing out the handful of ideas in cards or Post-its (visual way) as well as personal, journey and system maps. Gather the necessary resources and supplies.

4. CONDUCT:

A VPC is always constructed from the user’s perspective. Ask each participant or groups of

participants to fill the Value Proposition Canvas, which includes:

- *Gains* – the benefits which the user expects and needs, what would delight users 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.
- *User jobs* – the functional, social and emotional tasks users are trying to perform, problems they are trying to solve and needs they wish to satisfy.
- *Gain creators* – how the service creates user gains and how it offers added value to the user.
- *Pain relievers* – a description of exactly how the service alleviates user pains.
- *Products and services* – the products and services which create gain and relieve pain, and which underpin the creation of value for the user.

5. REPORT:

Right afterwards, write up the key outcomes and decisions from this exercise.



Gains

What would make your user happy? What would make their life and job-to-be-done easier?