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VALUE PROPOSITION
CANVAS

PRINT and DESIGN you own VALUE PROPOSITION CANVAS
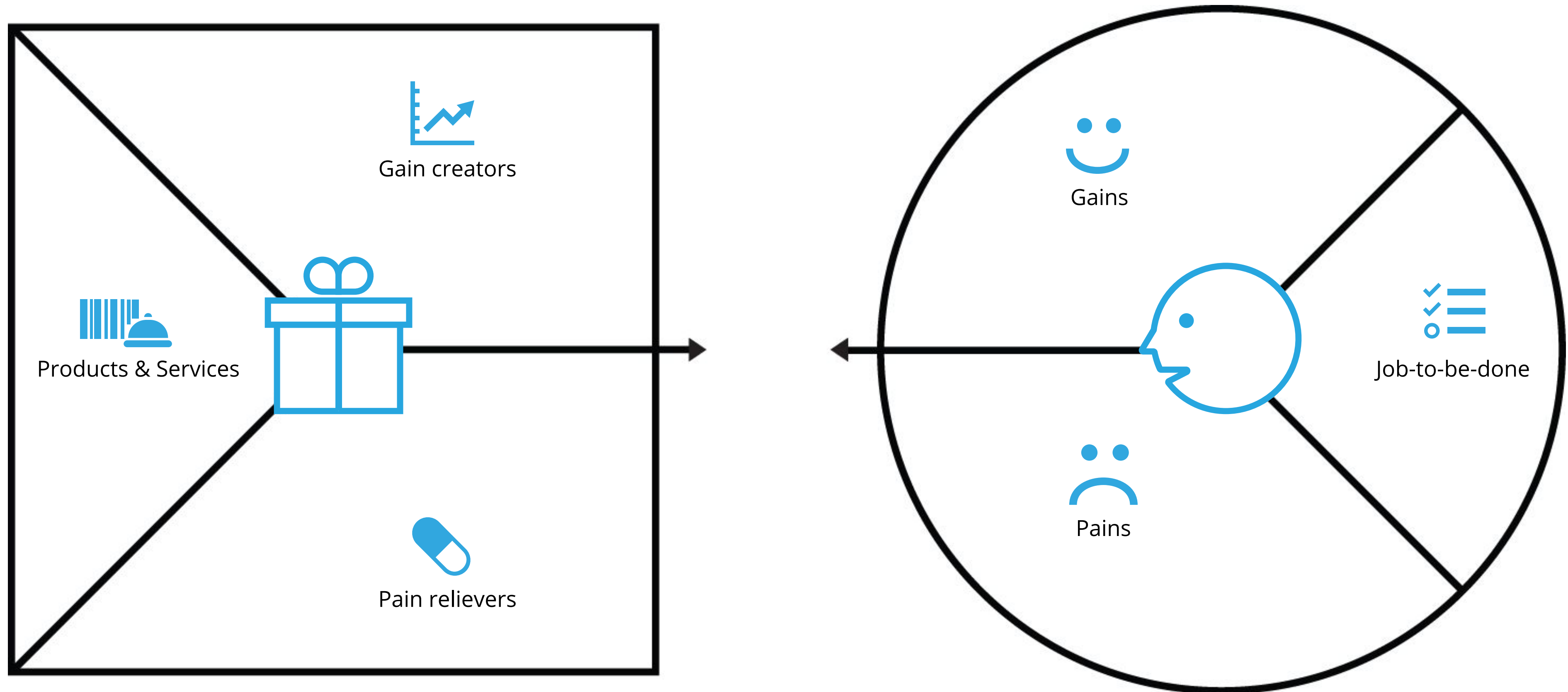
Value Proposition Canvas

Gain creators

Products & Services

Pain relievers

Gains

Job-to-be-done

Pains

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Glossary

Gain creators

how the product or service generates gains for the customer and how it adds value to the customer.

Gain

the benefits that the customer expects and needs, which would enchant customers and things that can increase the likelihood of adopting a value proposition.

Products and services

the products and services that create gains and alleviate pain, and which sustain the creation of value for the client.

Jobs-to-be-done

the functional, social, and emotional tasks that clients are trying to accomplish, the problems they are trying to solve, and the needs they want to satisfy.

Pain Relievers

an accurate description of how the product or service alleviates the client's pain.

Pains

the negative experiences, emotions and risks that the client experiences in the process of doing the work.

Jobs-to-be-done

The first step is to better analyze the customers by designing your profile. You have to look at three things to do this. Start by describing what your customers are trying to do. It may be tasks they are trying to accomplish or complete, problems they are trying to solve or needs that they are trying to satisfy.

Questions you need to ask yourself to complete this step:

➜ What functional tasks are your clients trying to accomplish? (eg, problems they need to solve, tasks they need to complete, ...)
➜ What social tasks are your clients trying to accomplish? (eg, look good on tape, gain status, be promoted, ...)
➜ What emotional tasks are you trying to accomplish? (eg aesthetics, feel good, safety, ...)
➜ What basic needs do you want to satisfy? (eg communication, sex, hygiene, ...)

Pains

Next, describe the negative emotions, costs and unwanted situations, risks, and other bad experiences that your client may experience before, during, or after the jobs to be done.

Questions you need to ask yourself to complete this step:

➜ What your customer thinks is very expensive (ex: it takes a lot of time, it costs a lot, it requires a lot of effort, etc.)
➜ What makes your customer feel bad? (eg frustrations, annoyances, things that give headaches, etc.)
➜ How current solutions are leaving to be desired for your customers? (eg lack of functionality, performance, defects, etc.)
➜ What are the main difficulties and challenges that your customers encounter? (eg, understanding how certain things work, difficulties in performing tasks, resistances, etc.)
➜ What are the negative consequences? What negative social consequences does your customer encounter or fear? (e.g., loss of face, power, trust, or status, ...)
➜ What risks are your customers afraid of? (eg financial, social, technical or what could go very wrong?)
➜ What is keeping your customers awake at night? (eg major issues, concerns, challenges, etc.)
➜ What are the common mistakes your customers make? (eg, errors in use, understanding, expectation, etc.)
➜ What barriers are preventing your customers from adopting solutions (eg, initial investment, learning curve, resistance to change, etc.)

Rank each pain according to the intensity it represents to your client, whether it is too intense or too light. For each pain, also record how often it occurs.

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Gains

Describe now the benefits that your clients expect, desire or would be positively surprised if they existed. This includes functional utility, social gains, positive emotions, and cost reduction.

Questions you need to ask yourself to complete this step:

➜ What ways to save money would make your customers happy? (eg in terms of time, money, effort, etc.)
➜ What results do your clients expect to have and what would go beyond their expectations? (eg, quality level, more than something, less than something else, etc.)
➜ What current solutions enchant your customers? (eg specific functionalities, performance, quality, etc.)
➜ What would make your customers' tasks easier for them? (eg, lower learning curve, more services, lower cost of ownership, etc.)
➜ What positive consequences do your customers want? (eg, stay on tape, increase power, status, etc.)
➜ What are your customers looking for? (eg, beautiful design, guarantees, more specific functionalities, etc.)
➜ How does your client measure success and failure? (eg cost, performance, likes on social networks, etc.)
➜ What would increase your client's chances of adopting a solution? (eg lower cost, lower investment, more guarantee, performance, design, etc.)

Rank each gain according to relevance to your customer. Is it substantial or insignificant? For each gain, indicate how often it occurs.

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Products and Services

Now that you've drawn the profile of your consumer, let's attack the value proposition. Again, you need to look at three different aspects. The first step is to list all the products and services on which your value proposition was created around.
Ask yourself, what products and services do you offer that can help your clients perform functional, social and emotional tasks or can they help them meet basic needs?

Products and services can be tangible (eg manufactured goods, face-to-face services, etc.), digital / virtual (eg downloads, recommendations online, etc.) or financial (eg investment funds, etc.).

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

Pain Relievers

Now, let's outline how your products and services create value. First, describe how products and services alleviate the pains of your customers. How they eliminate or reduce negative emotions, costs and unwanted situations, risks that your clients experience or experienced before, during, or after a job-to-be-done.

Questions you need to ask yourself to complete this step:

➜ **your products and services ...**
➜ produce savings? (eg in terms of time, money, effort, etc.)
➜ make customers feel better? (eg, they end up with frustrations, discomforts, things that give headaches, etc.)
➜ performance solutions? (eg new features, better performance, better quality, etc.)
➜ put an end to the difficulties and challenges your clients face? (eg, make things easier, help accomplish tasks, eliminate resistance, etc.)
➜ eliminate social consequences that your customers encounter or are afraid of? (eg loss of respect or admiration, loss of power, confidence or status, etc.)
➜ eliminate risks that your customers are afraid of? (eg, financial, social, technical risks, or anything else that can go very wrong?)
➜ help your clients sleep better at night? (eg help with major problems, reduce worries, etc.)
➜ limit or eradicate common mistakes that customers make? (eg errors of use, difficulties of use, etc.)
➜ eliminate barriers that prevent your customers from adopting new solutions or technologies? (eg reduce or eliminate initial investment, reduce learning curve, less resistance to change, etc.)

Rank every pain that your product or service eliminates according to the intensity for your client. Is it too intense or too light? For each pain, indicate how often it happens.

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Gain Creators

Finally, it describes how your products and services create profits for your customers. How do they create benefits do their customers expect, desire, or be surprised to include functional utility, social gain, positive emotions, or cost reduction?

Questions you need to ask yourself to complete this step:

➡ **your products and services ...**
➡ create savings that make your customers happy? (eg in terms of time, money, effort, etc.)
➡ produce results that your customers expect or that goes beyond your expectations? (eg, better level of quality, more of something, less of another)
➡ copy or do better than current offerings that delight your customers? (eg in relation to specific functionalities, performance, quality, etc.)
➡ make your client's tasks or their life easier? (eg lower learning curve, better usability, accessibility, more built-in services, lower cost of ownership, etc.)
➡ create positive social consequences desired by your customers? (eg, make it look good on tape, produce or increase power, status, etc.)
➡ Do they do something the customer is looking for? (eg good design, specific or better functionalities, etc.)
➡ What do customers dream about? (eg help on large goals, produce great relief, etc.)
➡ produce positive results that match criteria of success or failure? (eg better performance, lower cost, etc.)
➡ make adoption easier? (eg, reduce cost, lower investment, lower risk, higher quality, performance or design, etc.)

Rank every gain your product or service creates according to relevance to your customers. Is it substantial or insignificant? For each gain, indicate how often it occurs.
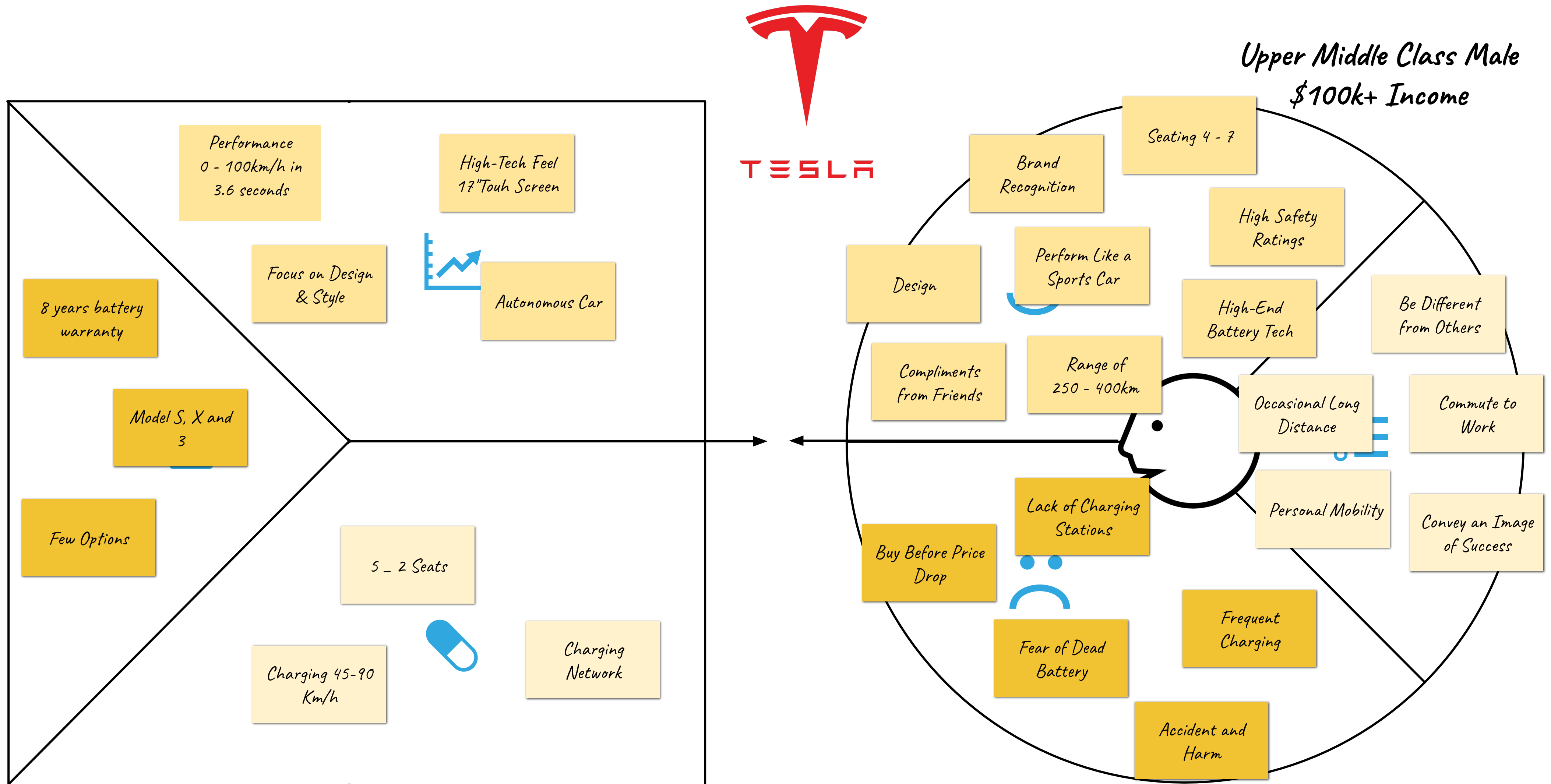
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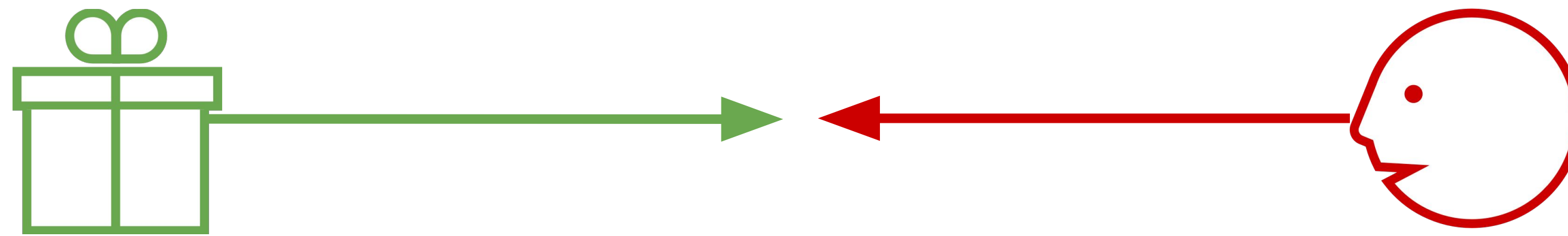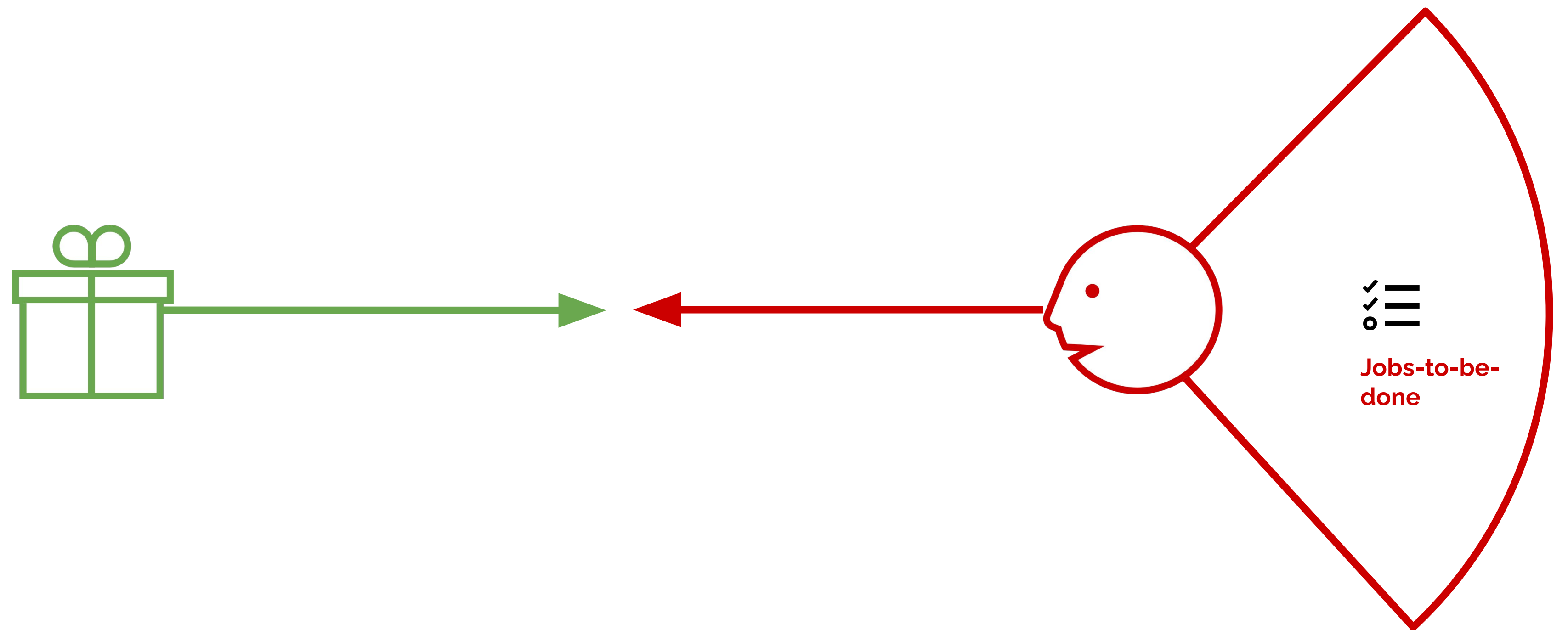
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Designed by: **exampleo from: designabetterbusiness.com**

Date:

Version:

TESLA

Upper Middle Class Male $100k+ Income

Value Map (products & services):
- Performance 0 - 100km/h in 3.6 seconds
- High-Tech Feel 17"Touh Screen
- Focus on Design & Style
- Autonomous Car
- 8 years battery warranty
- Model S, X and 3
- Few Options
- 5 _ 2 Seats
- Charging 45-90 Km/h
- Charging Network

Customer Profile:
- Seating 4 - 7
- Brand Recognition
- High Safety Ratings
- Perform Like a Sports Car
- Design
- High-End Battery Tech
- Be Different from Others
- Compliments from Friends
- Range of 250 - 400km
- Occasional Long Distance
- Commute to Work
- Personal Mobility
- Convey an Image of Success
- Lack of Charging Stations
- Buy Before Price Drop
- Fear of Dead Battery
- Frequent Charging
- Accident and Harm

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Jobs-to-be-done

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Gains creators

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Gains creators

Products & services

Pains relievers

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Value Proposition

Client Profile

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Products & Services

Pains relievers

Gains

Jobs-to-be-done

Pains
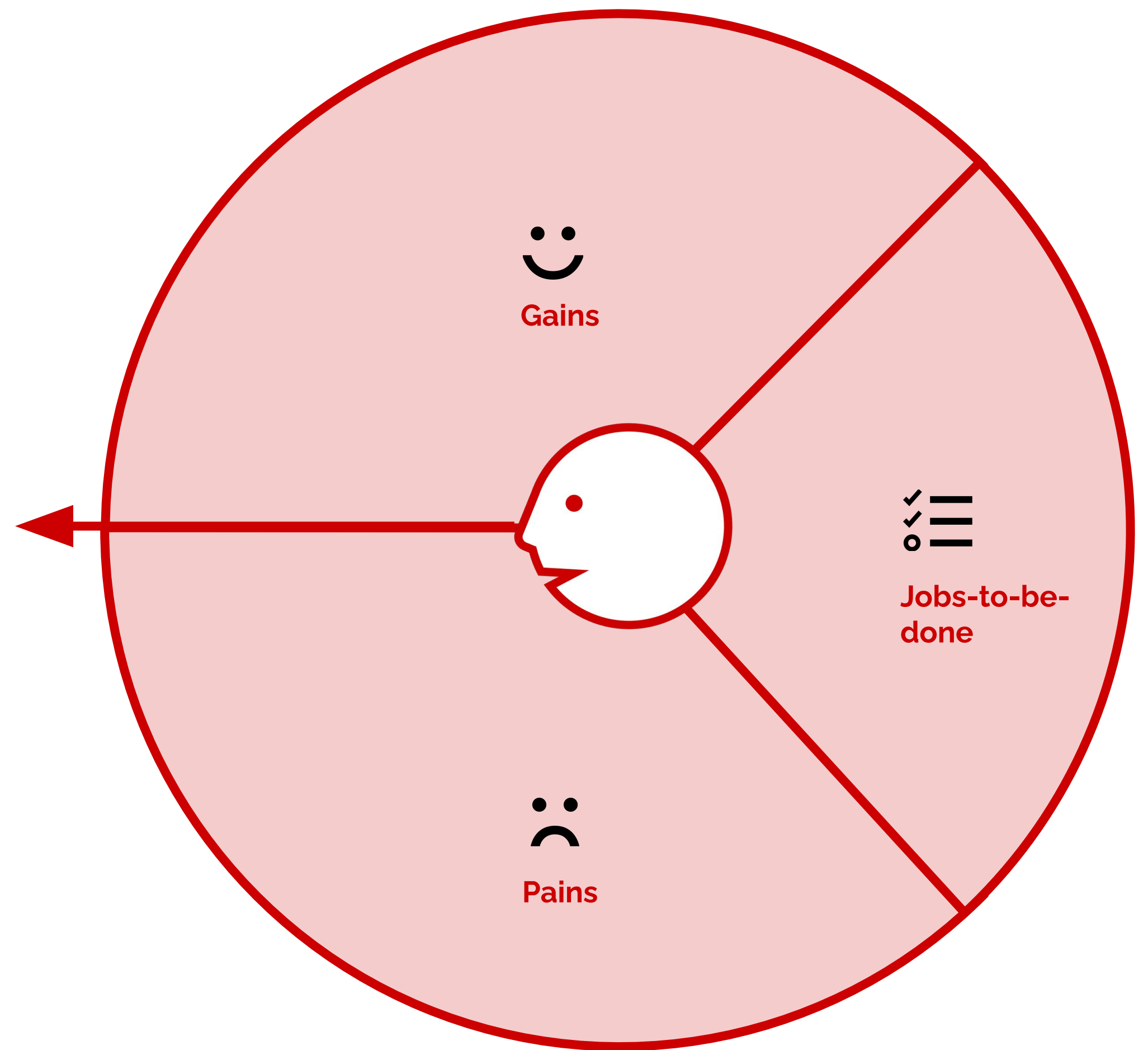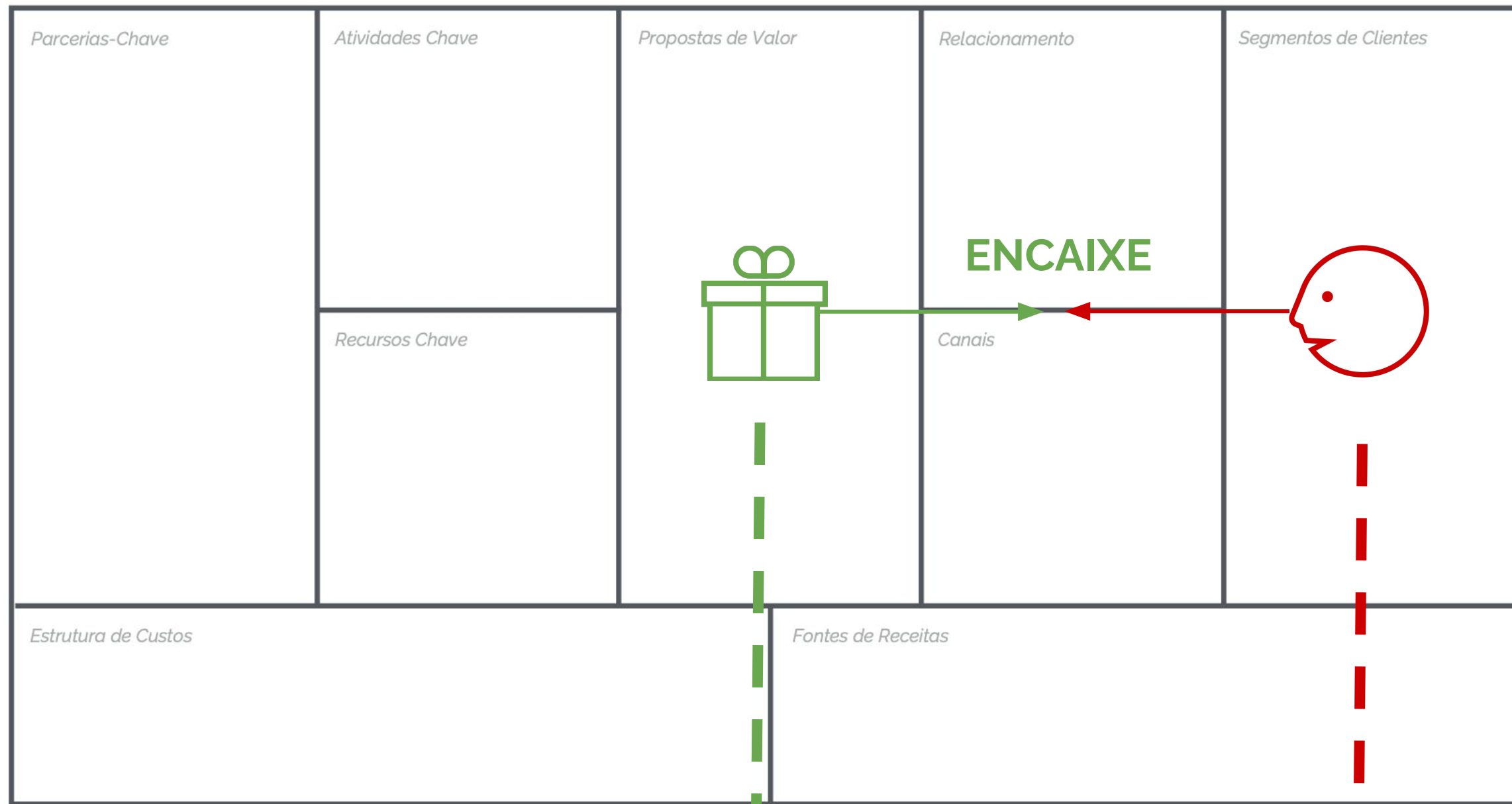
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VALUE
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ENCAIXE

Parcerias-Chave

Atividades Chave

Recursos Chave

Propostas de Valor

Relacionamento

Canais

Segmentos de Clientes

Estrutura de Custos

Fontes de Receitas
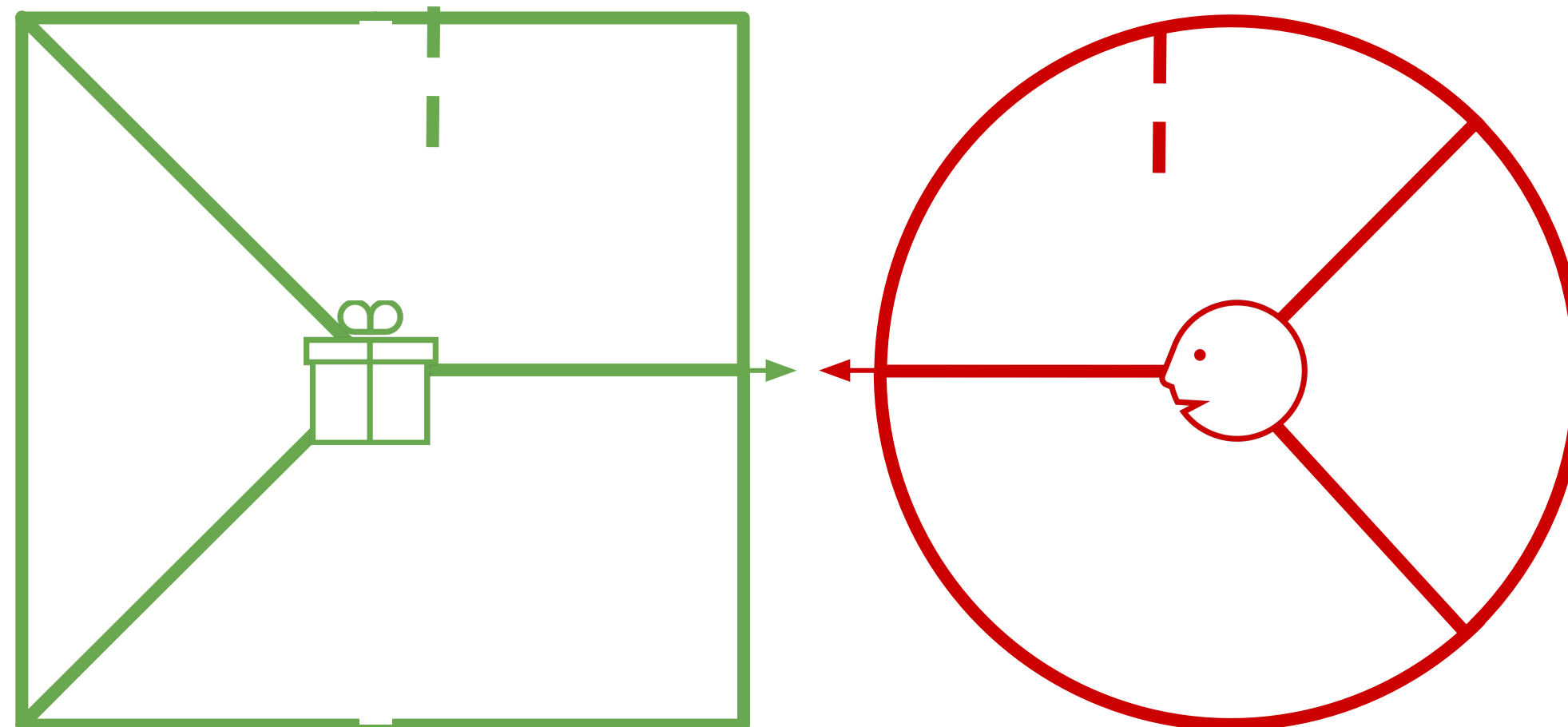
GOOD LUCK

with your empathy map!

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