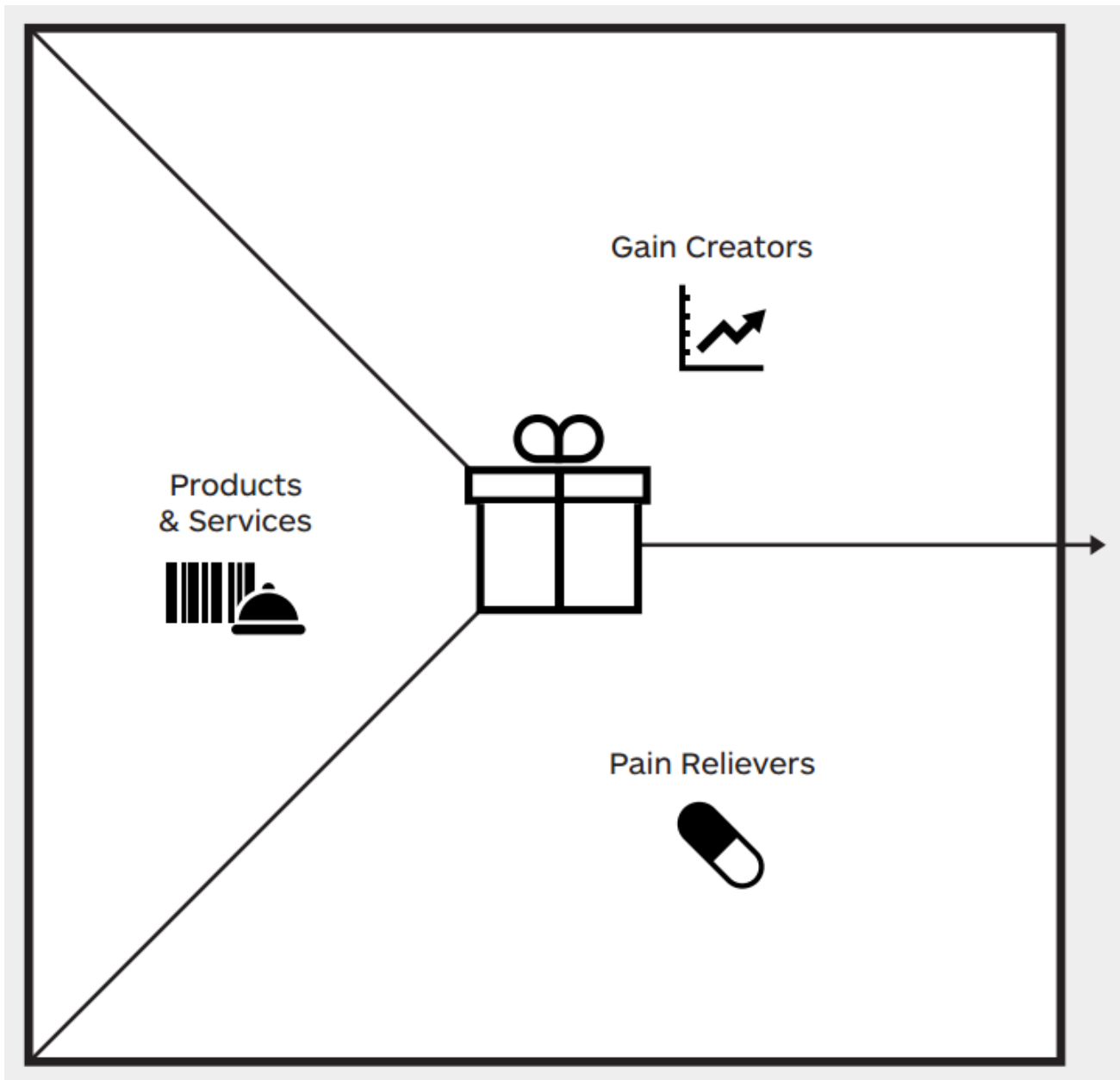


Value Proposition Design - Step 2



Rank Products and Services, Pain Relievers, Gain Creators in terms of importance. Concentrate on what matters most to customers. Forget addressing all of the customer issues.

Products and Services

This is simply a list of what you offer.

This bundle of products and services helps your customers complete either functional, social, or emotional jobs or helps satisfy basic needs.

- Physical / tangible goods
- Intangible products like copyrights, services and after sales assistance.
- Digital products such as music downloads and online services.
- Financial products such as investment funds and insurances.

List your products and services that relate to the customer segment.

Pain Relievers

Describe how your products and services alleviate customer pains.

They explicitly outline how you intend to eliminate or reduce some of the things that annoy your customers before, during, or after they are trying to complete a job or that prevent them from doing so.

Could your products and services:

- Produce savings? In terms of time, money or efforts.
- Make your customer feel better? By killing frustrations, annoyances, and other things that give customers a headache.
- Fix underperforming solutions? By introducing new features, better performance, or enhanced quality.
- Put an end to difficulties and challenges you customer encounter? By making things easier or eliminating obstacles.

List pain relievers that relate to your customer segment.

Gain Creators

Describes how your products and services create customer gains.

They explicitly outline how you intend to provide outcomes and benefits that your customer expects, desires, or would be surprised by, including functional utility, social gains, positive emotions, and cost savings.

Could your products and services:

... create savings that please your customers? In terms of time, money, and effort.

... produce outcomes your customers expect or that exceed their expectations? By offering quality levels, more of something, or less of something.

... outperform current value propositions and delight your customers?

Regarding specific features, performance, or quality.

... make your customers' work or life easier? Via better usability, accessibility, more services, or lower cost of ownership.

... create positive social consequences? By making them look good or producing an increase in power or status.

... do something specific that customers are looking for? In terms of good design, guarantees, or specific or more features.

... fulfill a desire customers dream about? By helping them achieve their aspirations or getting relief from a hardship?

... produce positive outcomes matching your customers' success and failure criteria? In terms of better performance or lower cost.

... help make adoption easier? Through lower cost, fewer investments, lower risk, better quality, improved performance, or better design.

List gain creators that relate to your customer segment.

You achieve fit when customers get excited about your value proposition.

Prepared for you by Matthew Bulat - matthew.bulat@gmail.com - www.linkedin.com/in/matthewbulat

From Value Proposition Design