

Value Proposition Canvas

Value Map



Product & Services

- 1) Describe your product (Simplest description possible for better understanding)



Gain Creators

- 1) How is the product or service creating customer gains and how does it add value to the customer?
- 2) How does it benefit the user?



Pain Relievers

- 1) What is the problem you are solving?
- 2) How can your product fix the users problem?
- 3) What features fixes it?

Customer Profile



Jobs

- 1) Functions
- 2) Emotional
- 3) Social
- 4) What are they doing at the current moment that will make your product needed.



Pains

- 1) The negative experiences, emotions and risks that the customer experiences during their process.
- 2) Common problems



Gains

- 1) The benefits which the customer expects and needs
- 2) User experience

