

Stage: Ideation - Substage: Idea selection and solution building Value proposition canvas

References: Strategyzer



What is it for?

This tool helps public authorities and social innovators focus on the value proposition. It relates the needs of the users to the value they can offer to them. It consists of two building blocks: user profile and value proposition.



How to use it?

Precisely define your customer profiles. Identify your customer's major Jobs-to-be-done, the pains they face when trying to accomplish their Jobs-to-be-done and the gains they perceive by getting their jobs done.

Visualize the value you create. Define the most important components of your offering, and how you relieve pain and create gains for your customers. Achieve Product-Market fit. Adjust your Value Proposition based on the insights you gained from customer evidence and achieve Product-Market fit.

