

VALUE PROPOSITION CANVAS

State your value proposition in a sentence

REPLACE THESE PROMPTS WITH YOUR IDEAS

For ...the customer segment that will buy from you

Who need ...their burning need

We propose ...the key value for your new product or service

That offers ...the key features of your new product or service

Unlike ...the competitors or alternative methods

We ...your differentiation

Based on ...your organization's skillsets or portfolios

TIPS

1. Fill in the right side - leave the left side.
2. Work from the top - the user.
3. The centre is really hard.
4. Refine it in conversation with colleagues. Speak about it, listen to it.

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DFFRNT - VALUE PROPOSITION CANVAS

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**DFFRNT**

RESOURCES

# Value proposition canvas

How to state your value proposition for new products or services



# First, think about...

...the potential buyer

...your new product or service

...the alternatives

# Segment and prioritize them by value

## Potential buyer

- Who will use it? What are their tasks?
- Who will buy it? What do they need?

## Your product or service

- What's the key value, the big idea?
- Could you simplify it?
- What are the key tasks?

## The alternatives

- What is your edge? What will you replace?
- What manual tasks? What other products?

# The value proposition in one sentence

For...

- The customer segment that will buy from you

Who need...

- Their burning need

We propose...

- The key value for your new product or service

That offers...

- The key features of your new product or service

Unlike...

- The competitors or alternative methods

We...

- Your differentiation

# Finally, state your core competencies

For...

Who need...

- The customer segment that will buy from you
- Their burning need

We propose...

That offers...

- The key value for your new product or service
- The key features of your new product or service

Unlike...

We...

- The competitors or alternative methods
- Your differentiation

Based on...

- Which of your company's skillsets and portfolios

# One of our own value propositions

For...

- Developers, or change agents in government

Who need...

- An improved user experience

We propose...

That offers...

- Usability, research, and design services
- Concept ideation, user interface design, expert heuristic analysis, usability and user testing, simulations, prototypes, citizen-centric focus, business models, and competitive intelligence

Unlike...

We...

- Web developers or market research firms
- Provide more than web design or user opinions

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