

# Value Proposition Design

Prepared by:

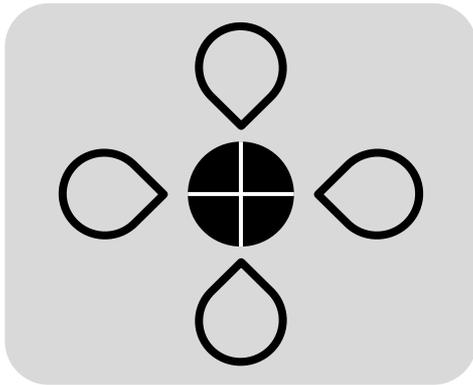
**SPARROWLY  
GROUP**

# Zooming In and Out of a Business

Zoom  
Out



Zoom  
In



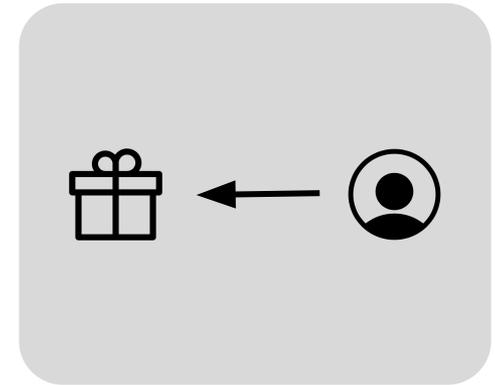
## Landscape

What is the context and environment in which we are creating value?



## Business Model

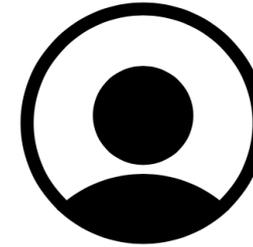
How do we sustainably create value for our organisation?



## Value Proposition

Who are our customers and how do we create value for them?

# Value Proposition Design



What are our **products and services**?

How do they **relieve pain points** for our customers?

How do they **create gains** for our customers?

Who are our **customers**?

What **problems** are they trying to solve?

What are their **pain points**?

What **gains** are they wanting to achieve?

# Different Types of Customers

## **End Users**

The ultimate beneficiaries of a product or service.

## **Economic Buyers**

Individual or group who controls the budget and who makes the actual purchase.

## **Decision Makers**

The person or group ultimate responsible for the choice of a product/service and for ordering the purchase decision.

## **Influencers**

Individuals or groups whose opinions might count and whom the decision maker might listen to, even informally.

## **Recommenders**

The people carrying out the search and evaluation process and who make a formal recommendation for or against a purchase.

## **Saboteurs**

The people and groups who can obstruct or derail the process of searching, evaluating, and purchasing a product or a services.

# Characterising Customers

## Jobs



Describe what our customers are trying to get done in their work or their life.

The tasks they are trying to perform and complete.

The problems they are trying to solve or needs they are trying to satisfy.

## Pains



Things that annoy our customers in getting their job done.

Things that prevent them from getting their job done.

Risks related to getting a job done badly or not at all.

## Gains



The outcomes and benefits our customers want.

May be required, expected or simply desired.

Can include functional utility, social gains, positive emotions, and cost savings.

# Describing a Value Proposition

## Products + Services



A list of everything we offer to our customers.

The bundle of products and services that helps our customers get their jobs done.

## Pain Relievers



How our products and services alleviate specific customer pains.

How they eliminate or reduce some of the things that annoy our customers in getting their jobs done.

## Gain Creators



How our products and services create gains for our customers.

How they produce benefits that our customer expect, desire, or would be surprised by.



Products and Services
Pain Relievers
Gain Creators

Jobs
Pains
Gains



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Jobs
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Gains