



Business Direction Tutorial Resources: **Value Proposition Canvas**

Follow this five step process to design a unique value proposition statement for your new process, product or service.

1. Customer segment

Who are you creating value for? Who are your most important customers? Are some customers likely to be early adopters?
List and describe your two most important customer segments:

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2. Customer pains and problems

Identify your customers' pains. What do they find too costly – either in time or money? What frustrations do they feel? What are the big worries that keep them up at night? What sort of mistakes do they commonly make? What are the main challenges and difficulties your customers encounter when they try to get things done?
List and describe your customers' four most important pains:

Value Proposition Canvas

3. Value propositions

Which of your customers' problems do you help to solve? What value do you give them?
What bundles of products and services do you offer to each of your customer segments?
List and describe your two most important value propositions:

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4. Unique selling proposition

Draw both your value propositions (above) together in a single, clear and compelling message.
It should state how your business is different and why customers should pay attention to it.

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5. Solution features

What features do your processes, products or services offer?

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