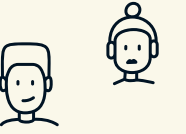




THE Customer Value Proposition Canvas



Customer Value Propositions clearly ask the company what capabilities it can combine in order to produce what important and unmet value to the customer that will lead to which outcome.



- Customer Value Propositions are one part of a chain of strategic statements linking the problem the company wants to solve to both the customer and how they want to solve it.
- It asks the team to figure out the value offering before they go into solution mode. It's a great way to hypothesize what is valuable to the customer and test it with the customer before wasting time working on the wrong solutions.
- It guides the team. It tells them to look up from their nuts and bolts, from their channels and their product and get the value to the customer wants right first—it's all about the focusing on the value. The final vehicle (the solution) is just a distributor of value.

To read more, visit: <http://everythingnewisdangerous.medium.com/>



#1

WHAT ARE THE UNIQUE ACTIVITIES AND CAPABILITIES?

What are the unique capabilities or combination of activities that the organization can assemble for the customer? These might be existing or new, they might be internal or gathered externally through purchasing or partnerships.



#2

WHAT IS THE VALUE WE WANT TO OFFER?

Capabilities and activities on their own are not value—they are merely nuts and bolts we use to produce an output. Imagine what the joint output of the chosen activities and capabilities are.



#3

HOW DOES IT SUPPORT THE CUSTOMER'S JOBS-TO-BE-DONE?

Create a clear link showing why the value has an immediate and direct impact on what is most valuable to the customer



JOBS-TO-BE-DONE STATEMENT:
If the team has a jobs-to-be-done statement for this customer, add it in this box as a reference.



#4

WITHIN WHICH SCOPE?

In which specific context or situation will the customer see the benefit?



#5

HOW CAN WE MEASURE IT?

If you don't measure your strategy you won't be able to hold it accountable or improve it.



#6

FINAL STATEMENT:

Which combination or sum of capabilities and activities ..

.. leads us to offer which value to the customer...

.. supporting the customer job in what way ..

.. within which scope (to the customer) ?

How would you measure your strategy?



EXAMPLE:

Combining our innovative business model with our sophisticated technology ..

.. we can offer the customer a tangible / manageable understanding of their operations energy consumption ..

.. supporting them towards targeted and specific measures (actions) ..

.. delivering to their own sustainable future

#7 WHAT HAS TO BE TRUE?

Enthusiastically and rigorously identify what needs to be true for your strategy to be true. Use post-it first. Then cluster, remove duplicates and prioritize. Ask the question if there are any critical unknown unknowns that needs to be investigated before continuing?

LESS IMPORTANT ←

→ MORE IMPORTANT