



Framing Problem

| Value Proposition Canvas Tool

Maps user profiles (i.e., jobs, pains, and gains) to values (i.e., gain creators, products and services, pain relievers) to ensure that a product meets user needs.

WHEN

Use the Value Proposition Canvas in the early phases of a project and throughout the development effort.

WHY

This process ensures a fit between customers' needs and the developed solution, which should be value-added for the customers.

HOW

Through user research (e.g., interviews, contextual inquiry, observation), populate the Customer Profile to capture customer jobs, pains, and gains. Reference the contents in the Customer Profile as you and your team develop ideas for gain creators, products and services, and pain relievers that will populate the Value Map

STEP 1: Identify users to interview and/or observe.

STEP 2: Through interviews, observations, or contextual inquiry, collect information in the Customer Profile. Focus on describing customer jobs, pains, and gains.

STEP 3: Use information from Customer Profile to guide and inform development of products, services, and pain relievers. Populate these plans into the Value Map.

