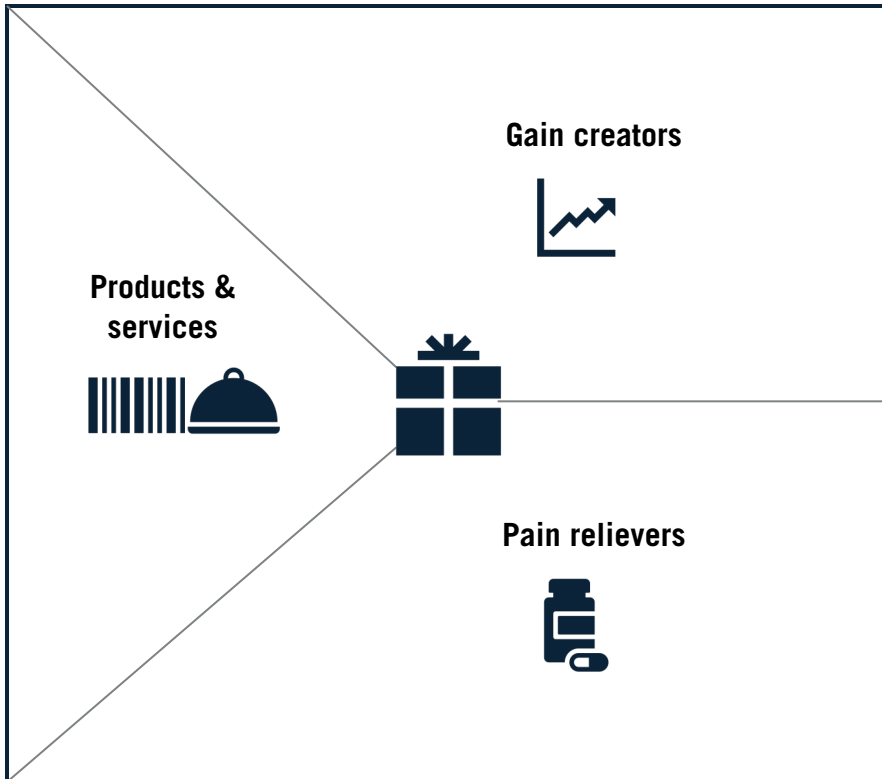
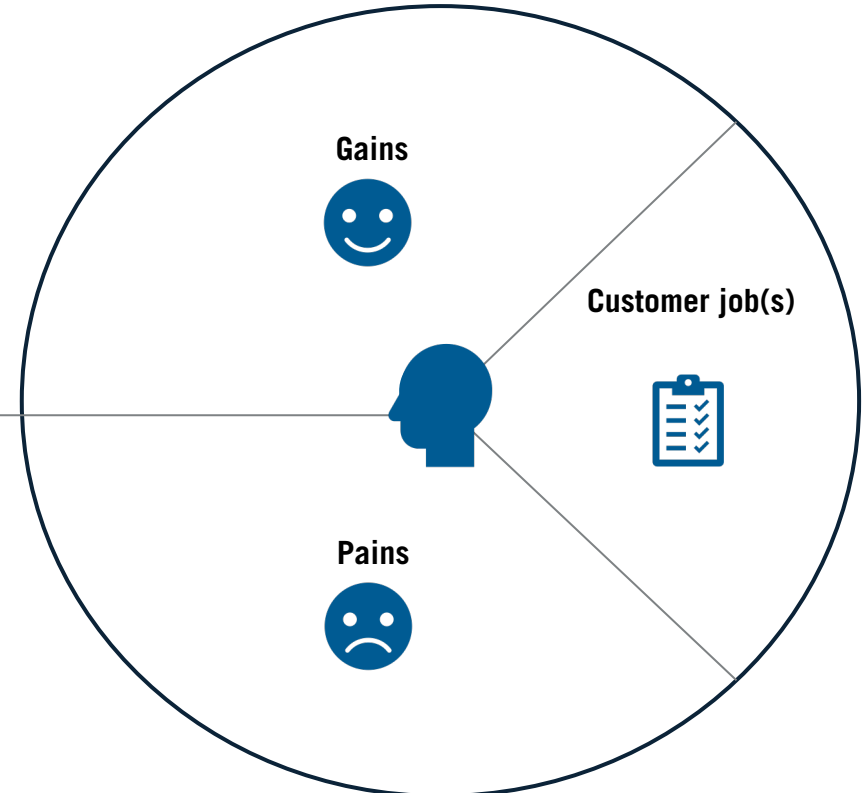


# VALUE PROPOSITION CANVAS: Ensure the products meet user needs

## Value Proposition



## Customer Segment



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**Identify users** *To interview and/or observe*

Step 1

**Collect information on customer [profile by...**



### Describing customer jobs

*What is the customer trying to get done?*



### Pains

*What are some areas of weakness or trouble?*



### Gains

*What are some areas of strength or benefits?*



### Products & services

*List what products & services can be offered to get the job done:*



### Pain relievers

*List ways your products & services relieve a customer's pain(s):*



### Gain creators

*List what gain(s) you can offer customers:*

Step 2

Step 3