

Value proposition method

METHOD DESCRIPTION

The purpose of the tool

- To create value proposition, which defines who your customer is and how your innovation/product relieves their pains and adds value to them.



Workshop duration:
3 hours



Who should be involved?
Ecosystem actors



Participants:
~10-15 / ecosystem theme



Suggestions for preparatory assignments

Pre-work: target group definition for solution

Recommended workshop setup



Face-to-face workshop recommended; online workshop possible. Parallel working groups needed when more than 5 people or several value propositions under work for different projects



Assets needed

Printed canvases for a face-to-face workshop (size A1 or A0 on the wall; one set of canvases per ecosystem theme) OR online canvases (e.g. Miro or Padlet)



Other hints and tips

This tool can be used in different phases of the solution development lifecycle to follow the progress of the development of the actual product/service.

Instructions

How to prepare for the exercise



Send a calendar invitation to a 3-hour workshop



Send an e-mail to all workshop participants one week before the scheduled event and ask them to think about, as a pre-assignment about the target group of their solutions. What jobs does your customer need to do now to reach his target? What is the actual challenge for the customer?



Ask all participants to present their pre-work outcomes at the workshop as a input



Print-out or prepare online canvases for the workshop

How to run the workshop



Brief all the groups at the same time. Groups should work on one challenge/solution only.



First task for the group is identify the target group for their solution. They should define what challenge the customer has and what jobs he/she/they need to do. Your solution should solve their need and help them with their tasks. Start with pains=customer jobs and list pain relievers your solution provides for these tasks. After this group continues to work on gains/gain relievers. List what customer gains with your solution (savings in time, money etc.) compare with the pain points. Lastly the groups gather together their insights and produce one value proposition sheet for their product/solution.



Each group re-joins to present their own value proposition summary. These are discussed and feedback is shared between the groups. Summarize the outcomes in a joint session in the end and inform the participants about the next steps.



The value proposition statement works as a check-list for your product/solution. The idea is to make sure you full-fill your customers expectations and needs. The proposition can be revisited at any time of solution development lifecycle.