Free Online Course Materials

INTRODUCTION TO THE VALUE PROPOSITION CANVAS

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Learning Objectives

Instructions

Free Content

Click the link to open resource in a browser

5 min

Recall the building blocks of the Value Proposition Canvas

WATCH

The Value Proposition Canvas is a tool that helps you tell a story about the value your products and services create for customers.



Video: Introduction to the Value Proposition Canvas

30 min

Sketch out the jobs, pains and gains of the customer segment that the electric car company Tesla is targeting.

TRY

Build your confidence by sketching out an actual example. How familiar are you with Tesla's value proposition and customer segment?

Download the Value Proposition Canvas, and the Customer Profile Trigger Questions to map out Tesla's **Customer Profile**.

Tip: the customer segment is upper/middle class men.



PDF: <u>The Value</u> <u>Proposition Canvas</u>

PDF: <u>Customer Jobs</u> <u>Trigger Questions</u>

PDF: <u>Customer Pains</u> <u>Trigger Questions</u>

PDF: <u>Customer Gains</u> <u>Trigger Questions</u>

10 min

Compare your Customer Profile with the version that Alex mapped out.

REFLECT

Watch Alex Osterwalder map out the Customer Profile that the Tesla initially targeted with their Model S. How close were you with your version?



Video: <u>Tesla's</u> Customer Profile

30 min

Sketch out the products & services, pain relievers and gain creators of Tesla's Model S.

Let's move to the left-hand side of the Value Proposition Canvas and think about Tesla's value proposition.

Download the Value Proposition Canvas, and Value Map Trigger Questions to complete Tesla's ${\bf Value\ Map}.$



PDF: <u>The Value</u> Proposition Canvas

PDF: <u>Pain Relievers</u> <u>Trigger Questions</u>

PDF: <u>Gain Creators</u> <u>Trigger Questions</u>

15 min

Compare your Value Map with the version that Alex mapped out.

REFLECT

Watch Alex Osterwalder map out a high-level view of Tesla's value proposition for the Tesla Model S.



Video: Tesla's Value Map

5 min

Explain how the Value Proposition Canvas nourishes customer centricity.

WATCH

Great value propositions tell a clear story about how the Value Map connects with Customer Profile – that's customer centricity, as explained by Yves Pigneur.



Video: <u>Observe,</u> <u>Understand, Design</u>

45 min

Sketch out the Customer Profile of a customer segment you know well, and design a value proposition that addresses that customer segment's jobs, pains and gains.

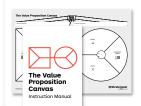
TRY

Apply what you have learned in your own context, and sketch out a Value Proposition Canvas.

Start with the Customer Profile. It's best to think of a customer segment you know well.

Then continue with the Value Map. What pain relievers and gain creators do you design in order to address your customer segment's jobs, pains and gains? How will your products & services create value for your customers?

Tip: If this is the first time you map out a Value Proposition Canvas, start with an existing value proposition that you know well, for example from your work, or something you use on a regular basis.



PDF: <u>The Value</u> <u>Proposition Canvas</u>

PDF: <u>The Value</u>
<u>Proposition Canvas</u>
<u>Instruction Manual</u>