

Preparation for value positioning statement and value proposition canvas

As part of your application requirement, please submit value proposition canvas together with value positioning statement describing your product, its target audience and where in this market your product sits. To help you better prepare this document, the basic information is provided in sections 1 to 3. You can find template that you can use to fill in to complete this small task in the Appendix at page 5. You are only asked to submit completed the value proposition canvas with required information and a clear positioning statement in one document as application materials.

1. What is value proposition?

A value proposition is a statement that clearly outlines the unique benefits and value a company offers to its customers. It answers why a customer should choose your product or service over others.

2. What is value positioning statement?

A positioning statement is a concise description of your product, its target audience and where in this market your product sits. A value positioning statement **clearly** articulates

- For ... (target segment / personal)
- The ... (product / service)
- Satisfies... (most important user need)
- By delivering... (key benefit or feature)

Example: value positioning statement Airbnb (see figure 2 VPC of Airbnb)

For travelers looking for accommodation, offer a community marketplace, satisfies the needs of where people can promote or book accommodations, by delivering affordable and unique accommodations that offer a more local and authentic experience.

In order to articulate a clear value positioning statement, you could use value proposition canvas to help you precisely define your customer profiles.

3. Value proposition canvas

The Value Proposition Canvas (see Figure 1) helps you to create a fit between what customers want and what your business offers. It supports you in inventing and improving value propositions. The Value Proposition Canvas consists of two parts: the customer profile and the value map. In the customer profile you describe customer tasks (customer's major jobs-to-be-done), pains (they face when trying to accomplish their jobs-to-be-done) and gains (they perceive by getting their jobs done). In the value map you describe your product, pain relievers and gain creators. Define the most important components of your offering, how you relieve pain and create gains for your customers. With better insight you create products and services that customers want.

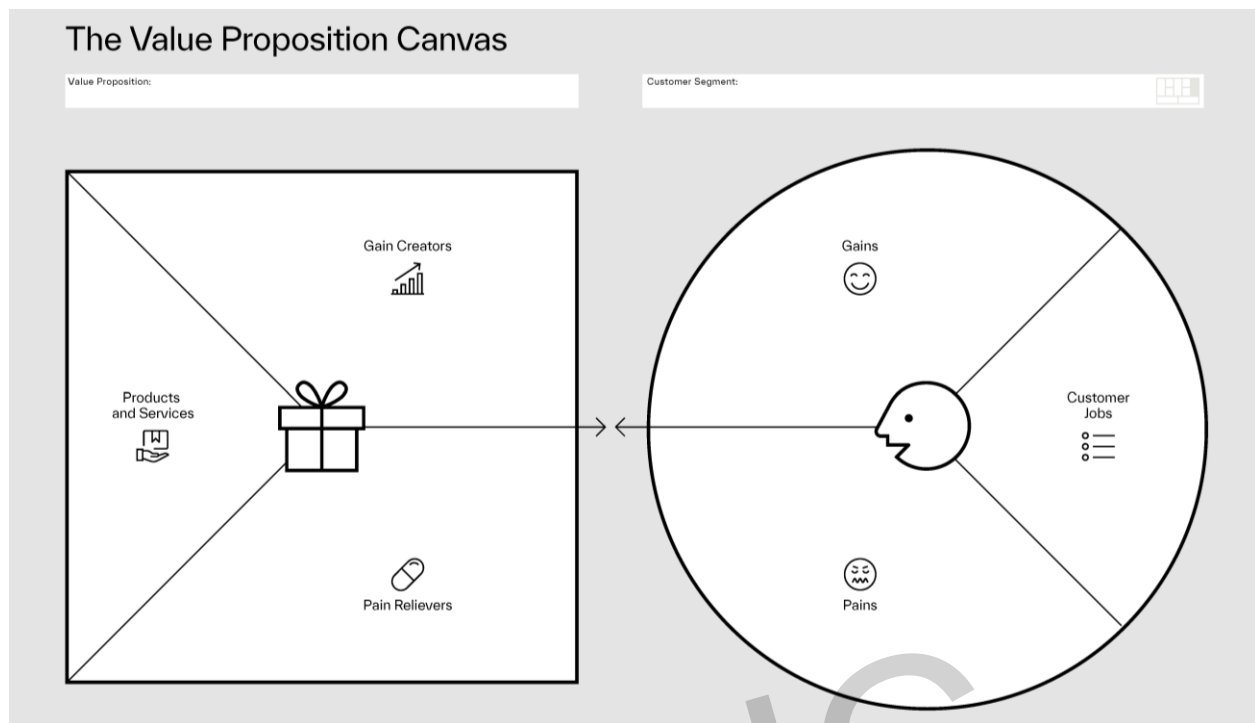


Figure 1: The value proposition canvas (adopted from Strategyzer)

How to use

Step 1: customer tasks

You have to keep in mind the person or the company that would buy your product or service.

Write down the tasks that that person or company has to do or wants to complete in work or in life. Think of specific tasks to reach a goal or solve a problem. Tasks that make a customer look or feel good. Or tasks related to buying, consuming or experiencing goods and services. A task can for example be buying groceries, taking a course, regularly exercising or writing an article.

You should keep in mind that some tasks are more important than others. Select those tasks that are important related to your offering.

Step 2: customer pains

A customer pain is anything that annoys a customer when getting a job done. It can also be something that slows down or prevents the task being done. You can think of undesired outcomes or problems for the customer during a task, like a long waiting line or a bad feeling after consuming something. There are also obstacles, difficulties or challenges before a customer even starts with a task, like an unavailable guideline. Write down those pains that are severe enough to be of importance to the customer.

Step 3: customer gains

Anything that makes the customer happy is a potential customer gain. These gains can be required, expected or desired. Required gains must be provided by your service. Expected gains are those

that a customer would expect but are not essential. Desired gains are those needs that customer would like to see fulfilled.

Think of what would make the customer task easier, what would make a customer look good, and what would a customer dream of. Write down those gains that help the customer to get the tasks done.

Step 4: products and services

When moving over to the value map the first action is to describe the products and/or services of your business. It is a list of what you offer. Your list may also include the supporting products or services. Your business can sell tangible products like shoes or intangible services like car cleaning. Write down the products and/or services that your business offers.

Step 5: pain relievers

Pain relievers are the solutions that your products and services offer to customer pains. Think of what savings your product could produce or how your service makes customers feel better.

Describe how your products or services put an end to difficulties, challenges and obstacle. Write down the features or functionalities of your products and services that offer solutions for customer pains.

Step 6: gain creators

Gain creators are the functionalities or features of your products and services that produce outcomes that customers expect or desire. Think of how your products and services can exceed the expectations of customers, or create positive social consequences. Describe how your products and services fulfill the dreams of the customers. Write down the solutions that your products and services offer in order to achieve customer gains.

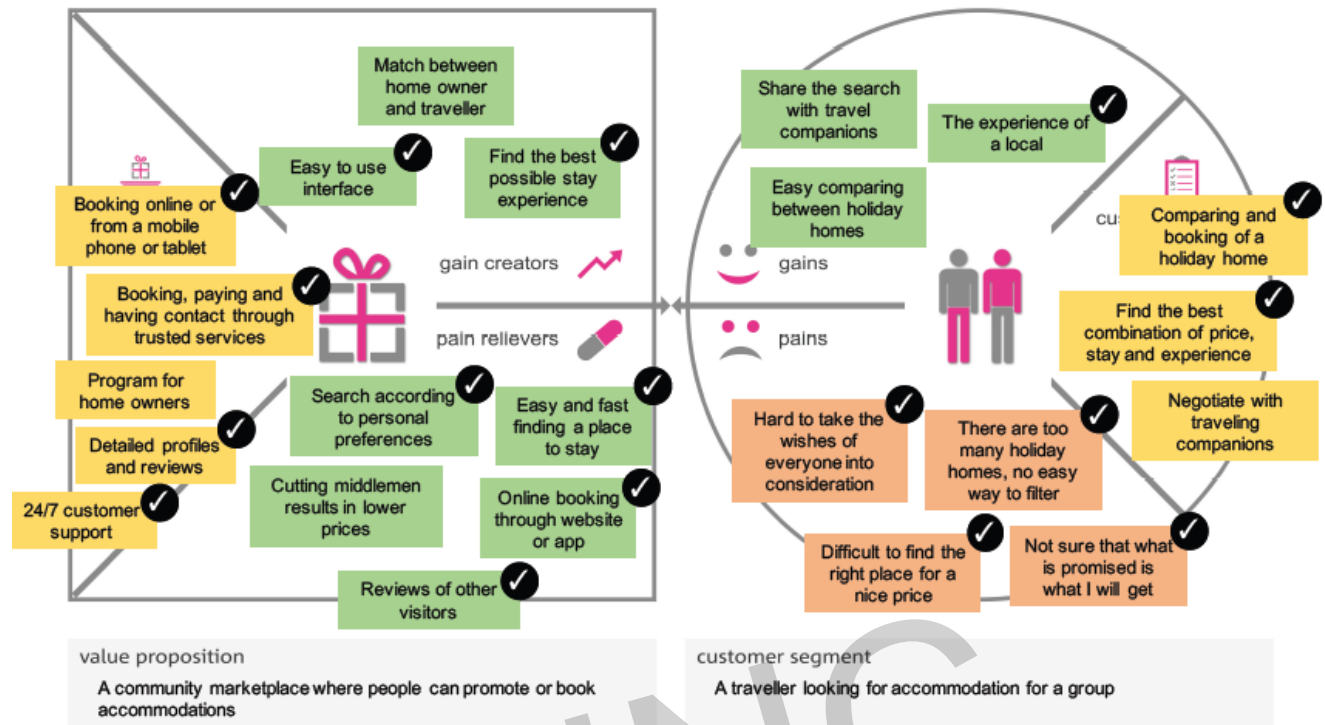
Step 7: the fit

Determine if there is a fit between what the customers want and what your business has to offer. Fit is achieved when your value proposition addresses important customer tasks, alleviate the worst pains, and create the best possible gains.

Tip: you can add checkmarks to the customer tasks, pains and gains to show that the value proposition of your business offers a solution.

Online learning source: <https://www.strategyzer.com/value-proposition>

Example: Value proposition canvas of Airbnb (Figure 2)



Appendix: Application materials of VPC and VPS (pages 5 and 6)

Value Proposition Canvas

Products and Services	Gain Creators		Gains		Customer Jobs		
	List the Products and Services your value proposition is built around.	Describe how products and services create customer gains.	Describe the outcomes customers want to achieve or the concrete benefits they are seeking.	Describe what customers are trying to get done in their work and in their lives, as expressed in their own words.			
		Describe how your products and services alleviate customer pains.	Describe bad outcomes, risks and obstacles related to customer jobs.				
		Pain Relievers				Pains	
Value Proposition		Create a value proposition for each customer segment in your business model		Customer Segment		Name the customer segment	

For _____ (target customer/audience/segment),
 _____ (name of your product/service) is the
 _____ (define product category) that will satisfy _____ (most
 important user need) so they can _____ (benefit your product/service brings to your
 customer)

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