VALUE PROPOSITION CANVAS
Preparation & Instructions

Description

The Value Proposition Canvas is a fairly simple tool that allows you to establish a logical starting point for building and testing a product or service. It is done to create products and services that meet the needs of people. In order to do that it is important to keep track of the target market's pains, gains, and to-do's – which are all opportunities for providing value to them.

A value proposition can be made for any products, service or even project.More than just being a description of the project or service – it's the specific solution it provides and the promise of value the end-user can expect from it. Value propositions are one of the most important conversion factors, to convince the market audience to believe in your project.

Just envisioning a project or service is not sufficient for it be able to fully benefit the intended end-user. The Value Proposition Canvas helps intersect the service with the end user's wishes and expectations. When done right, it illustrates the match between what is being offered and what is being actively received.

How to conduct

Duration:
30-45 min

Resources:
- Service or product idea already defined and detailed

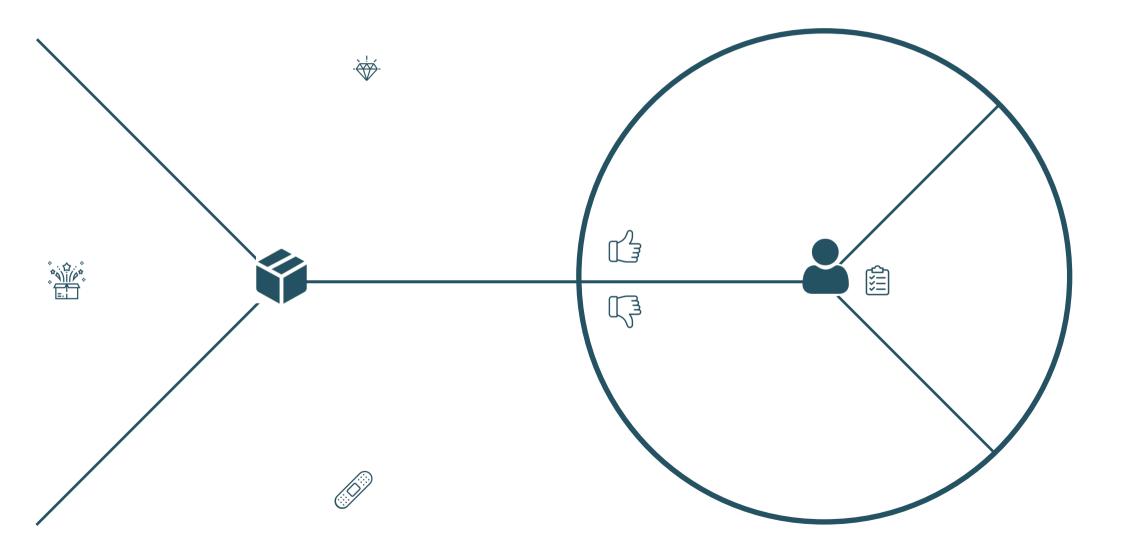**Material:**
Pens, post-its

Participants per team:
3-5

Instructions:
1. After the details of the project/service are discussed and understood thoroughly, the team would need to look at the perspective of the end-user and the stakeholder.
2. At first they would need to list down what needs exist that necessitated the project.
3. This is followed by the major issues faced by individuals and how they will gain from the project.
4. The next step is to focus on the left side of the canvas and outline the services itself.
5. After having listed the problems in the user profile part, the team now can prioritise jobs, gains, and pains according to their importance - from the most severe to least significant.

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