The Value Proposition Canvas

Value Proposition

Gain Creators

How does the product/ service generate gains for the customers?
How does the product/ service generate added value for the customers?

Products & Services

What are the products/services, that create gain, relieve pain and create value for the customers?

Pain Relievers

How exactly does the product/service reduce pains from the customers?

Customer Segment

Gains

What positive experiences and emotions do the customers have when doing their jobs?

Jobs to be done

What functional, social and emotional tasks are the customers trying to perform?
What problems are they trying to solve?
What needs do they wish to satisfy?

Pains

What negative experiences, emotions and risks do customers have when doing their jobs?