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# VALUE PROPOSITION CANVAS –TASKS, PAINS AND GAINS





## **VALUE PROPOSITION CANVAS – TASKS, PAINS AND GAINS**

Content organized by **Claudia Samartin**, in 2021, based on the book **Reinvent your Business Model: How to Seize the White Space for Transformative Growth**, published in 2018 by Harvard Business Review Press.

### **LEARNING OBJECTIVES**

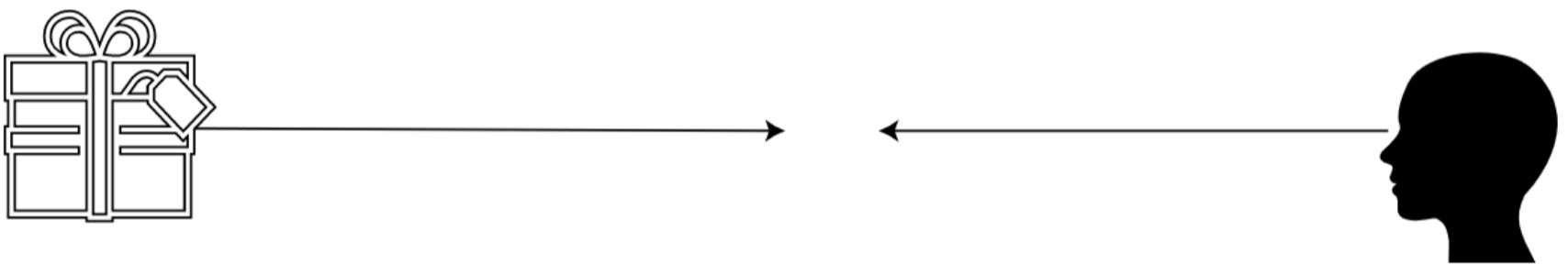
- Knowing the elements to be investigated for the construction of the value proposition CANVAS
- Build in practice the aspects of tasks, pains and Gains of CANVAS customers of the Value Proposition

## THE VALUE PROPOSITION CANVAS

As mentioned in the previous unit, the Value Proposition Canvas consists of two blocks: Value Proposition and Customer Segment. The purpose of this tool is to help design them within a simple and visual framework.

### FINDING THE FIT

The purpose of the Value Proposition CANVAS is to help you design a value proposition that fits with the needs of customers and the so-called jobs-to-be-done (work to be done or customer tasks) that helps them solve their problems. This is what Lean Startup calls market-product fit or problem-solution fit.



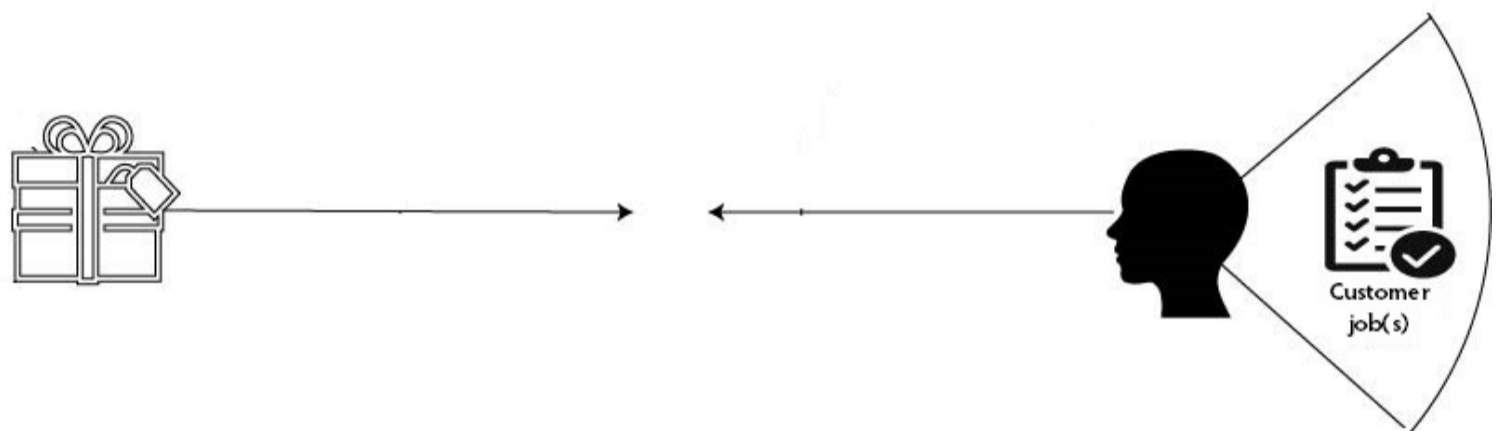
Source: Osterwalder, A. Value Proposition Design: Como Construir Propostas de Valor Inovadoras, Ed. Alta Books, 2019

### CUSTOMER TASKS

Get a better look at customers by designing their profile. You need to look at three things to do this. Start by describing what your customers are trying to do.

- Tasks they are trying to accomplish or complete
- Problems they are trying to solve
- Needs they are trying to satisfy

## Customer profile



Source: Osterwalder, A. Value Proposition Design: Como Construir Propostas de Valor Inovadoras, Ed. Alta Books, 2019

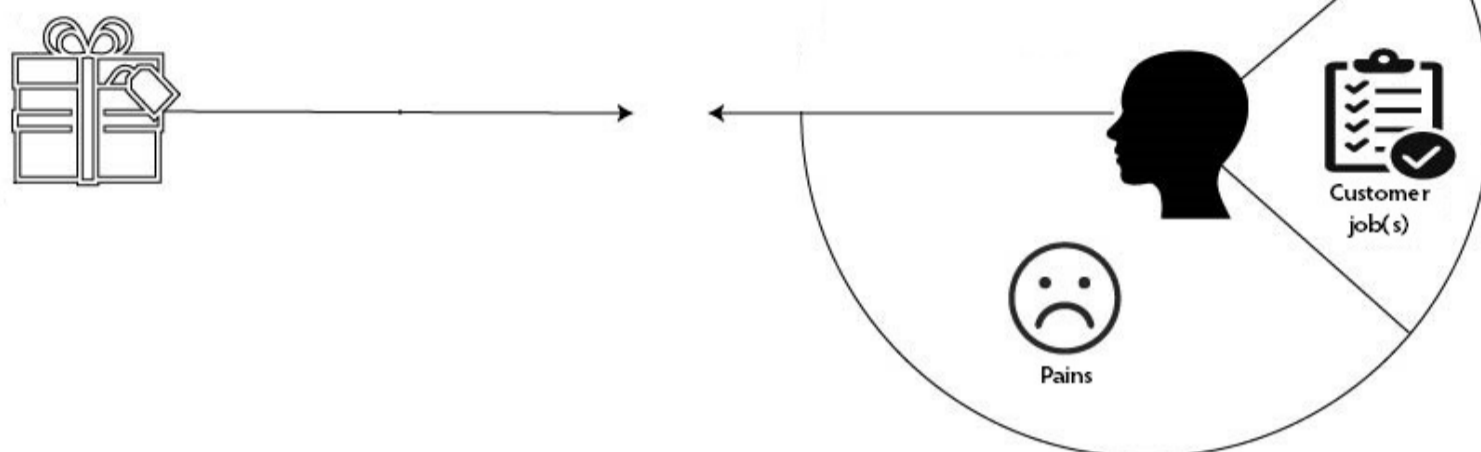
You can delve deeper into this information by seeking answers to the following questions:

- What functional tasks are your customers trying to accomplish? (e.g. problems they need to solve, tasks they need to complete, etc.)
- What social tasks are your customers trying to accomplish? (e.g., looking good in front of friends, family and colleagues, gaining status, getting promoted, etc.)
- What emotional tasks are they trying to accomplish? (e.g. aesthetics, feeling good, safety, etc.)
- What basic needs do they want to satisfy? (e.g. communication, sex, hygiene, etc.)

### **CUSTOMER PAINS**

Describe the negative emotions, costs and unwanted situations, risks and other bad experiences that your customer may experience before, during or after the tasks listed above.

## Customer profile



Source: Osterwalder, A. Value Proposition Design: Como Construir Propostas de Valor Inovadoras, Ed. Alta Books, 2019

### Questions you need to ask to complete this step:

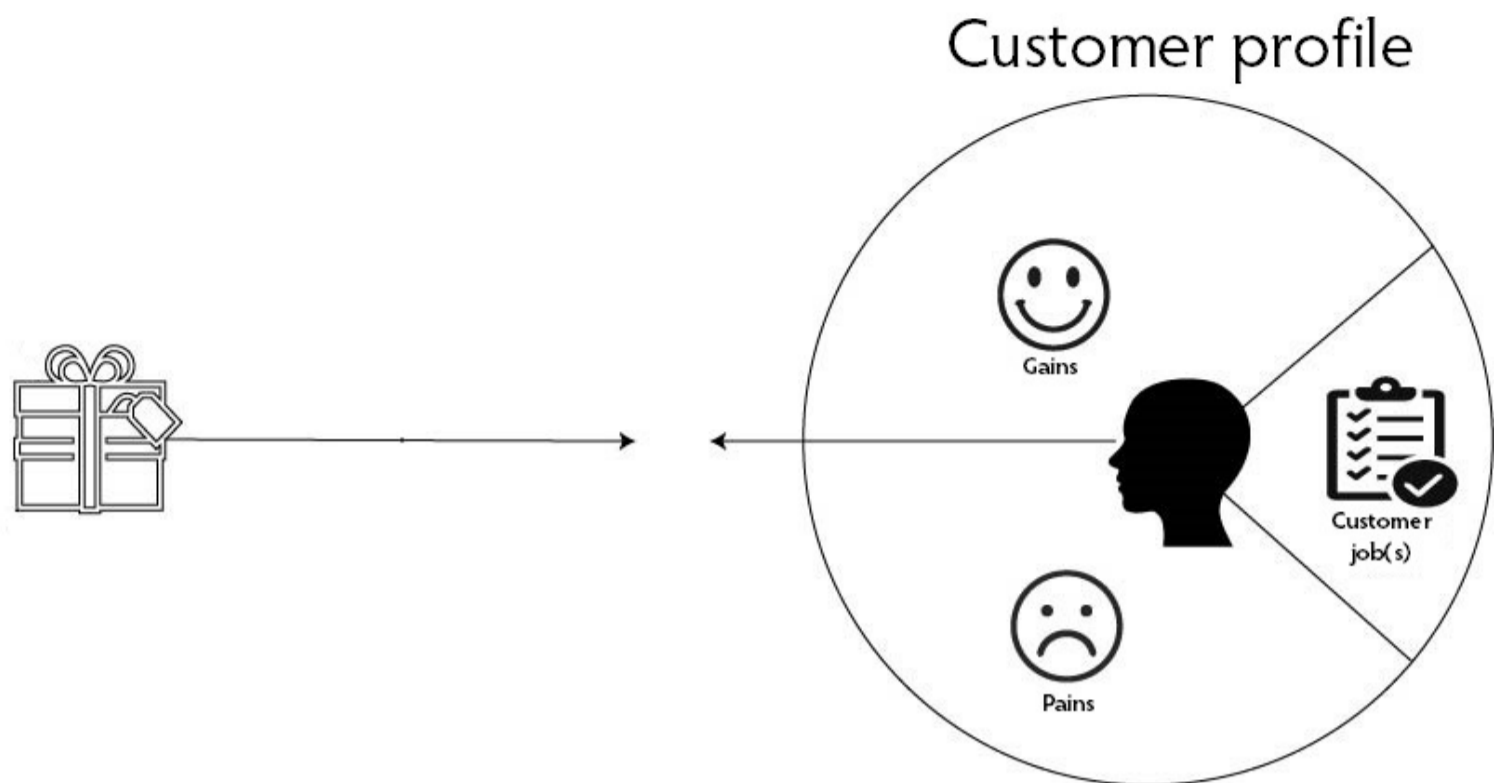
- What does your customer find too expensive (e.g.: takes too long, costs too much, requires too much effort, etc.)
- What makes your customer feel bad? (e.g.: frustrations, annoyances, things that give you a headache, etc.)
- How are current solutions falling short for your customers? (e.g. lack of features, performance, defects, etc.)
- What are the main difficulties and challenges your customers encounter? (e.g. understanding how certain things work, difficulties in performing tasks, resistance, etc.)
- What negative social consequences do your customers face or fear? (e.g. being disrespected, losing power, trust, status, etc.)
- What risks are your customers afraid of? (e.g., financial, social, technical or what could go very wrong in their lives?)
- What is keeping your customers up at night? (e.g. major issues, concerns, challenges, etc.)

- What common mistakes do your customers make? (e.g. errors in use, understanding, expectations, etc.)
- What barriers are preventing your customers from adopting new solutions to their problems (e.g., initial investment, learning curve, resistance to change, etc.)



## **CUSTOMER GAINS**

Now describe the benefits that your customers expect, want or would be positively surprised if it existed. This includes functional utility, social gains, positive emotions, and cost savings.



Source: Osterwalder, A. Value Proposition Design: Como Construir Propostas de Valor Inovadoras, Ed. Alta Books, 2019

Questions you need to ask to complete this step:

- What ways to save would make your customers happy? (e.g. in terms of time, money, effort, etc.)
- What results do your customers expect and what would go beyond their expectations? (e.g. quality level, more of something, less of something else, etc.)
- What current solutions delight your customers? (e.g. specific features, performance, quality, etc.)
- What would make your customers' tasks easier for them? (e.g., shorter learning curve, more services, lower cost of ownership, etc.)
- What positive consequences do your customers want? (ex: look good, increase power, status, etc.)
- What are your customers looking for? (e.g., beautiful design, warranties, more specific features, etc.)
- How does your customer measure success and failure? (e.g. cost, performance, likes on social media, etc.)
- What would increase your customer's chances of adopting a solution? (e.g. lower cost, lower investment, more warranty, performance, design, etc.)

## LEARN MORE

“Value Proposition Design CANVAS” - In this video Alex Osterwalder explains in an objective and quick way each of the blocks of the Value Proposition CANVAS.

Available at: <<https://youtu.be/D254suPMpwY>>

“Building the Value Proposition by Alex Osterwalder” - In this video, creating the Value Proposition CANVAS addresses in greater detail the concept of Value Proposition, inserting and explaining the elements for its creation.

Available at: <[https://youtu.be/b\\_X18bmpHaw](https://youtu.be/b_X18bmpHaw)>

## ON THE TIP OF THE TONGUE



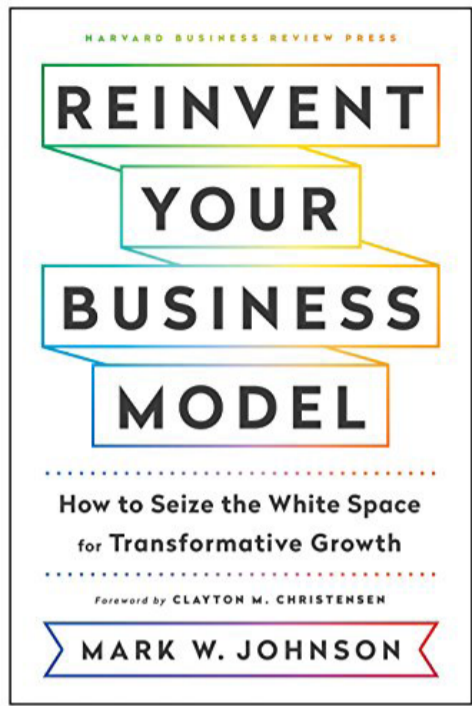
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## REFERENCE BOOK:

**Reinvent your Business Model: How to Seize the White Space for Transformative Growth**

Mark. W. Johnson

Harvard Business Review Press, 2018



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