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**CANVAS VALUE PROPOSITION – PRODUCTS AND SERVICES, PAIN RELIEVERS AND GAIN MAKERS**



## **CANVAS VALUE PROPOSITION – PRODUCTS AND SERVICES, PAIN RELIEVERS AND GAIN MAKERS**

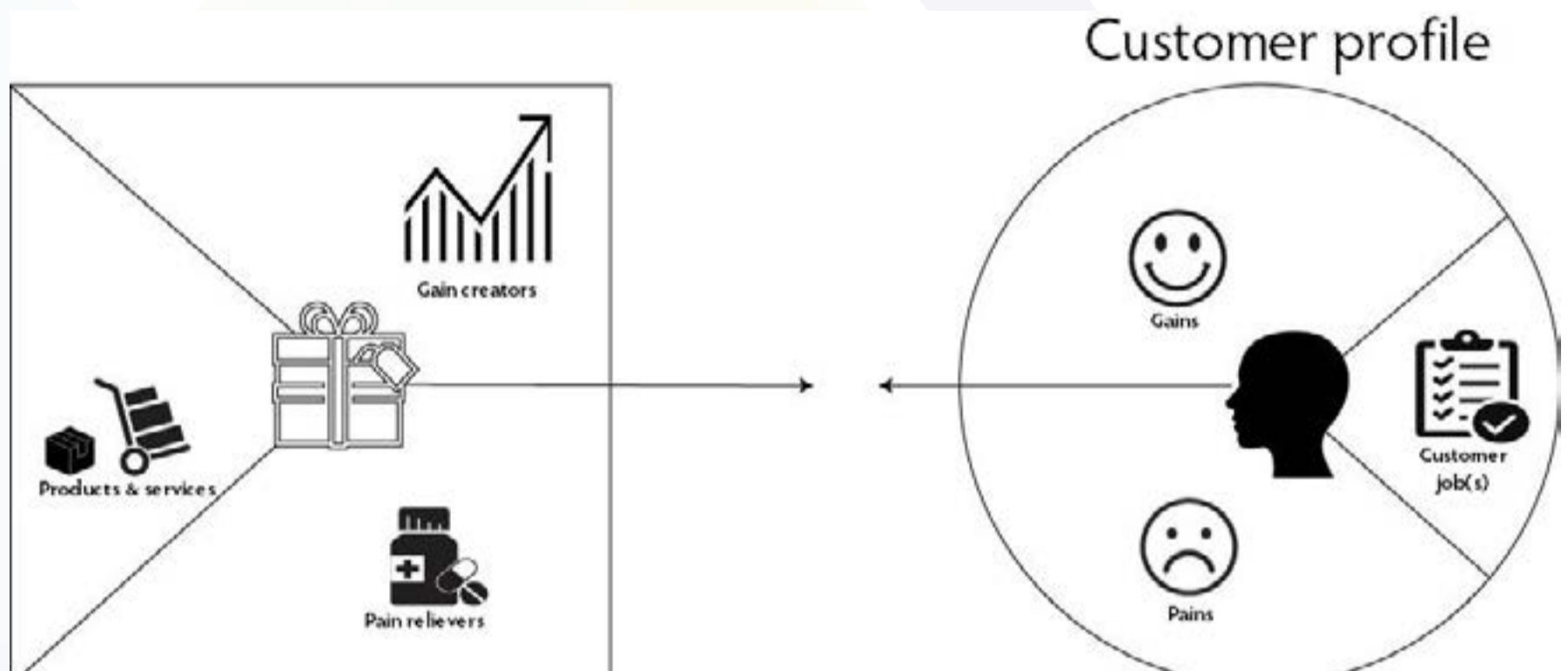
Content organized by **Claudia Samartin**, in 2021, based on the book **Reinvent your Business Model: How to Seize the White Space for Transformative Growth**, published in 2018 by Harvard Business Review Press.

### **LEARNING OBJECTIVES**

- Know the elements to be investigated for the construction of the Value Proposition CANVAS.
- Build in practice the strands of products and services, pain relievers and gain creators of the Value PROPOSITION CANVAS.

## PRODUCTS AND SERVICES

Now that you've drawn your consumer profile, let's attack the value proposition. Again, you need to look at three different aspects. The first step is to list all the products and services your value proposition is in.



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

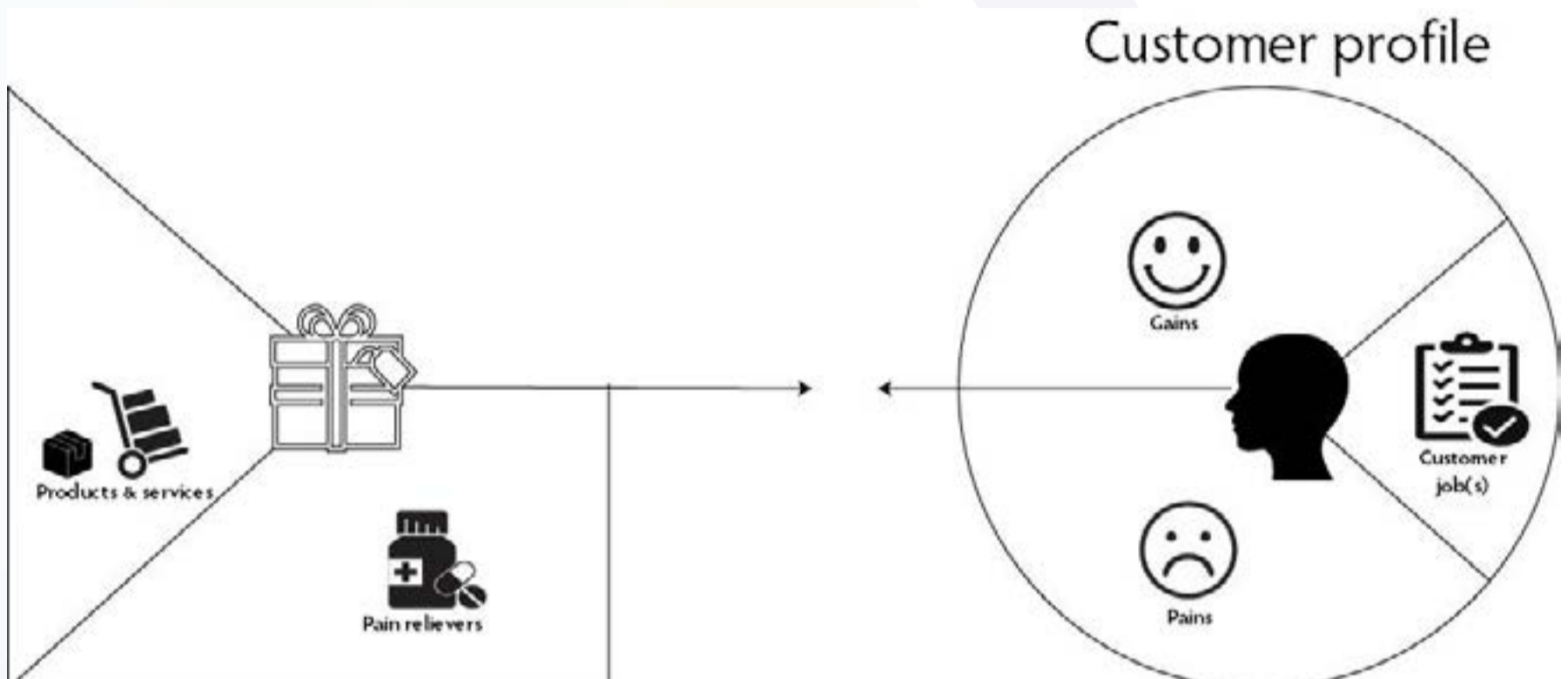
Ask yourself, what products and services do you offer that can help your customers perform functional, social and emotional tasks or that can help them meet basic needs?

Products and services can be tangible (e.g., manufactured products, face-to-face services, etc.), digital/virtual (e.g., downloads, online recommendations, etc.), or financial (e.g., investment funds, financing services, etc.).

Please rank all products and services according to their importance to your consumer. Are they crucial or trivial to them?

## PAIN RELIEVERS

Now, let's outline how your products and services create value. First, describe how products and services relieve your customers' pain. How they eliminate or reduce negative emotions, costs, and unwanted situations, risks your customers experience or have experienced before, during, or after a job-to-be-done.



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:

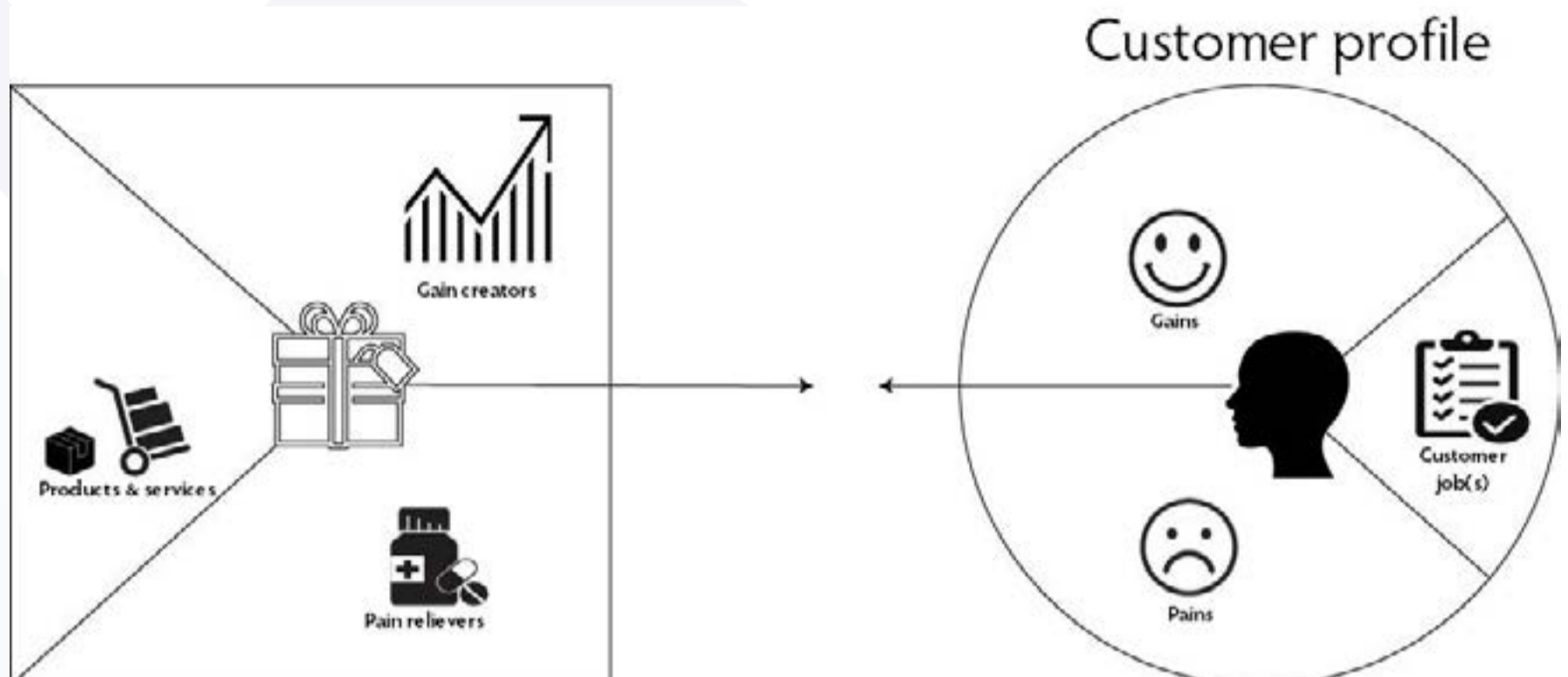
- your products and services...
- do they produce savings? (e.g. in terms of time, money, effort, etc.)
- do they make customers feel better? (e.g., end frustrations, annoyances, things that give one a headache, etc.)
- do they fix low-performance solutions? (e.g. new features, better performance, better quality, etc.)
- do they put an end to the difficulties and challenges your customers face? (e.g. make things easier, help with tasks, eliminate resistance, etc.)
- do they eliminate social consequences that your customers encounter or are afraid of? (e.g. loss of respect or admiration, loss of power, trust or status, etc.)

- do they eliminate risks that your customers are afraid of? (e.g. financial, social, technical risks or anything else that can go very wrong?)
- do they help your customers sleep better at night? (e.g. help with major problems, reduce concerns, etc.)
- do they limit or eradicate common mistakes that customers make? (e.g. use errors, use difficulties, etc.)
- do they eliminate barriers that prevent your customers from adopting new solutions or technologies? (e.g. reduce or eliminate initial investment, reduce learning curve, lower resistance to change, etc.)



## **INCOME CREATORS**

Finally, describe how your products and services create income for your customers. How do they create benefits that their customers expect, want, or would be surprised to include a functional utility, social gain, positive emotions, or cost reduction?



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:

- your products and services...
- do they create savings that make your customers happy? (e.g. in terms of time, money, effort, etc.)
- do they produce results that your customers expect or that go beyond your expectations? (e.g. better quality level, more of something, less of another, etc.)
- do they copy or do they do better than current offers that delight your customers? (e.g. in relation to specific functionalities, performance, quality, etc.)
- do they make your customer's tasks or their lives easier? (e.g. lower learning curve, better usability, accessibility, more embedded services, lower cost of ownership, etc.)
- do they create positive social consequences desired by your customers? (e.g. make it look good on tape, produce or increase power, status, etc.)
- do they do something your customers are looking for? (e.g. good design, specific or better features, etc.)
- do they fill out something that customers dream about? (e.g. helps with big goals, produces big reliefs, etc.)

- do they produce positive results that match criteria for success or failure? (e.g. better performance, lower cost, etc.)
- do they make adoption easier? (e.g. reduce cost, lower investment, lower risk, higher quality, performance or design, etc.)

Finally, the Value PROPOSITION CANVAS serves both for new initiatives in companies and in established organizations, presenting difficulties and challenges for both scenarios. Its use is also linked to the Business Model CANVAS that together will create a common language of value generation for your organization, and that will be continuous, since the needs and desires of customers will always be in the process of change, transformation and evolution.

## ON THE TIP OF THE TONGUE



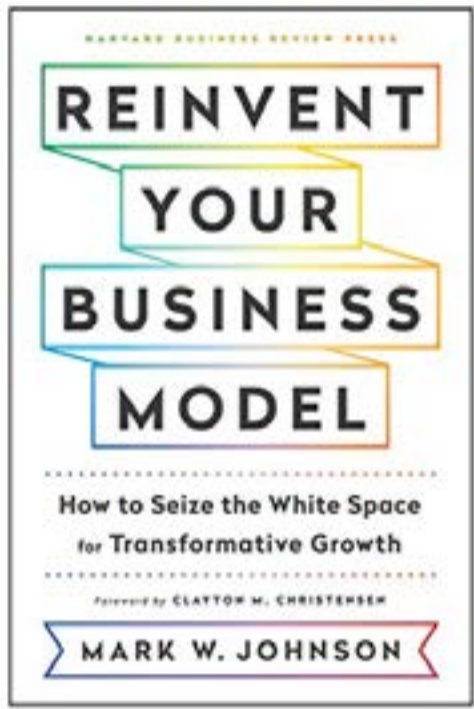
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## REFERENCE BOOK:

**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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