Workshop 1 - Value Proposition

What? A promise that helps your user truly understand what your offering is about

Why? 72% of products and services fail to meet market: users don't care about that product or service

When? Before your invest time in building something

8 Value Proposition
Use the Zen Statement to write a sentence that sums up your findings in this canvas. It will be your Value Proposition for this customer segment

7 Alternative Solutions
List and briefly describe what alternative solutions are currently available that try to address the problem your users have

6 Prioritization
Finally you can take all those sticky notes and scale them on both sides of the board to understand which aspect has a higher or lower importance.

1 Target User
First select who is going to be your target user. The more concrete you are, the better

your products and services ....
→ create savings that make your users happy? (eg in terms of time, money, effort, etc.)
→ produce results that your users expect or that goes beyond your expectations? (eg, better level of quality, more of something, less of another)
→ copy or do better than current offerings that delight your users? (eg in relation to specific functionalities, performance, quality, etc.)
→ make your user's tasks or their life easier? (eg lower learning curve, better usability, accessibility, more built-in services, lower cost of ownership, etc.)
→ create positive social consequences desired by your users? (eg, make it look good on tape, produce or increase power, status, etc.)
→ Do they do something the user is looking for? (eg good design, specific or better functionalities, etc.)
→ What do users dream about? (eg help on large goals, produce great relief, etc.)
→ produce positive results that match criteria of success or failure? (eg better performance, lower cost, etc.)
→ make adoption easier? (eg, reduce cost, lower investment, lower risk, higher quality, performance or design, etc.)

2 Problem
This is the user side. Start by focusing on what your users are trying to do. What problem are they trying to solve? Describe the obstacles and unwanted situations they face when trying to achieve that.

→ What functional tasks are your users trying to accomplish? (eg, problems they need to solve, tasks they need to complete, ...)
→What does your user think is very expensive (ex: it takes a lot of time, it costs a lot, it requires a lot of effort, etc.)
→ What makes your user feel bad? (eg frustrations, annoyances, things that give headaches, etc.)
→ How current solutions are leaving to be desired for your users? (eg lack of functionality, performance, defects, etc.)
→ What are the main difficulties and challenges that your users encounter? (eg, understanding how certain things work, difficulties in performing tasks, resistances, etc.)
→ What are the negative consequences? What negative social consequences does your user encounter or fear? (e.g., loss of face, power, trust, or status, ...)
→ What risks are your users afraid of? (eg financial, social, technical or what could go very wrong?)
→ What is keeping your users awake at night? (eg major issues, concerns, challenges, etc.)
→ What are the common mistakes your users make? (eg, errors in use, understanding, expectation, etc.)
→ What barriers are preventing your users from adopting solutions (eg, initial investment,

Target User

Problem	Expectations			Solution	Benefits
⊕	⊕			⊕	⊕
Priority				**Priority**	

Problem 🧠 Expectations 😊 → Solution 📦 Benefits 🎁

Not Important				Not Important	
⊖	⊖			⊖	⊖

Alternative Solutions

ZEN Statement (Your Value Proposition)
Complete the sentence below to create your value proposition

A <product/service description>
for <target users>
that <key value>
enabling <primary benefits>
unlike <existing alternatives>

5 Benefits
How your products and services create benefits for your users

3 Expectations
benefits that your users expect, desire or would be positively surprised if they existed. This includes functional utility, social gains, positive emotions, and cost reduction.

→ What ways to save money would make your users happy? (eg in terms of time, money, effort, etc.)
→ What results do your users expect to have and what would go beyond their expectations? (eg, quality level, more than something, less than something else, etc.)
→ What current solutions enchant your users? (eg specific functionalities, performance, quality, etc.)
→ What would make your users' tasks easier for them? (eg, lower learning curve, more services, lower cost of ownership, etc.)
→ What positive consequences do your users want? (eg, stay on tape, increase power, status, etc.)
→ What are your users looking for? (eg, beautiful design, guarantees, more specific functionalities, etc.)
→ How does your user measure success and failure? (eg cost, performance, likes on social networks, etc.)
→ What would increase your user's chances of adopting a solution? (eg lower cost, lower investment, more guarantee, performance, design, etc.)

4 Solution
Now describe your solution and what is your value proposition. You can list the features of it.

→ what products and services do you offer that can help your clients perform functional, social and emotional tasks or that can help them meet basic needs?
→ Rank all products and services according to their importance to your consumer. Are they crucial or trivial to them?