

Value proposition design

The number after the “section title” is the page number

Read in this sequence

Customer profile

Types of customer profiles

In B2B (many stakeholders) 50-51

Family 51

Intermediary 52

Double side platforms (Airbnb) 53

Some customers, different contexts and solutions 56-59

Example: going to the movies 54

Customer jobs 12

(ask why several times 25)

Customer pains 14

(pains vs gains 25)

Customer gains 16

(pains vs gains 25)

Exercise – step into your customer shoes 22

Best practices for mapping jobs, pains and gains 24

Value map

Products and services 29

Pain relievers 31

Gain creators 33

Exercise – map how your products and services create value 36

Best practices for mapping value creation 39

Fit 42

3 kinds of fit 48

10 Questions to Assess Your Value Proposition 122