

VALUE PROPOSITION DESIGN

Thinking in a Data-Driven manner will soon be the standard in any business activity. This guide will help you and your team to unravel the potential of your data by matching your offer to the market needs. The methods presented in the next pages can be implemented when you have a new product or service, when you are challenging an old process, or when you are running out of ideas. Come back as many times as you need, and remember: a Data-Driven innovation benefits from an iterative process, or in other words, a back and forth approach

- // OBJECTIVES**
 - ✓ Understand which value proposition fits best the market needs
- // OUTCOME**
 - ✓ By anticipating the customer's future demand, you will have a potential data-driven solution to work on
- // WHEN TO APPLY**
 - ✓ Whenever you need to better understand your customer's needs
 - ✓ When you have an idea (or multiple ideas) and need guidance on where to go next



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Persona



User Value Profile



Value Proposition



Score

Picture a concrete persona

What is your persona looking for?

" I am looking for " " "

Background

A day in the life of your persona

Other aspects of your persona

E.g.: personality, hobbies, goals, motivations, frustrations, technical abilities...

Goals

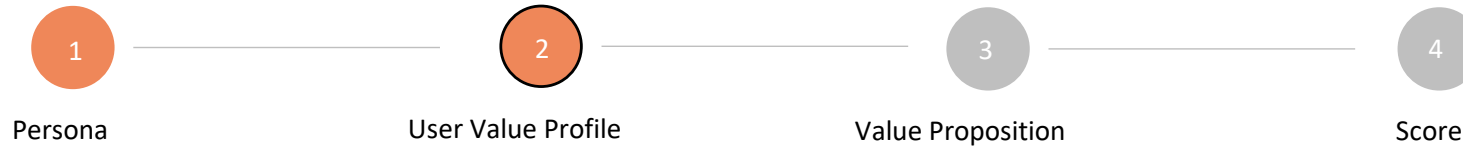
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Responsibilities

-
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-

Hopes & Dreams

-
-
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-
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Jobs to be done

What are the main tasks to be fulfilled that potentially create / use data-driven solutions?

Happiness & Gains

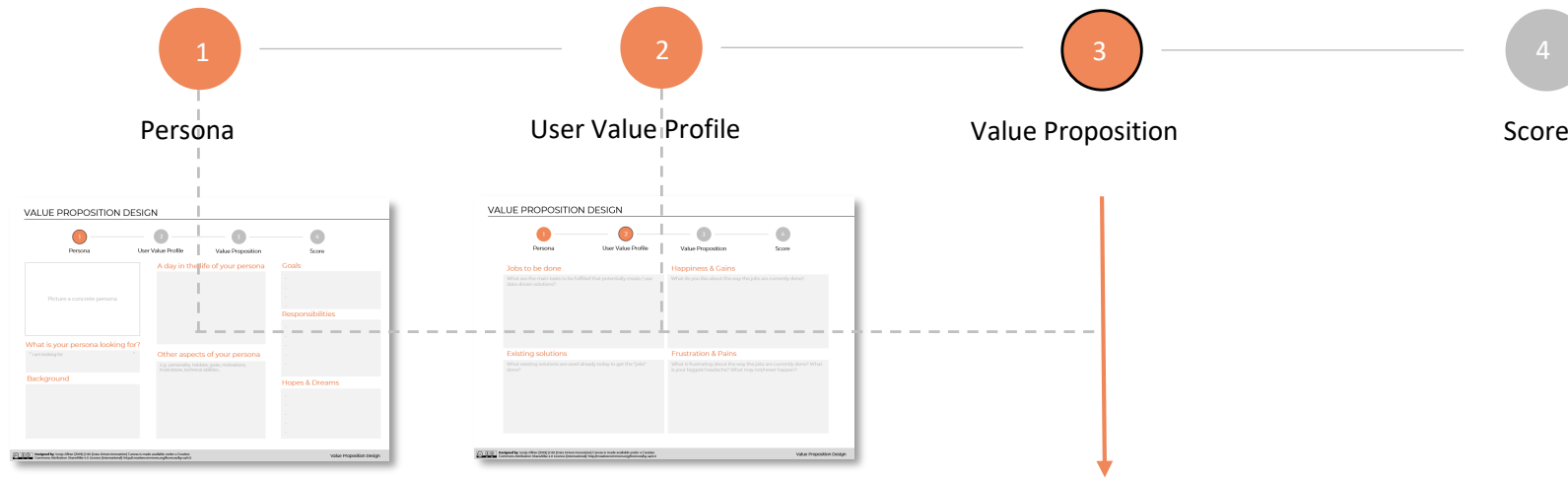
What do you like about the way the jobs are currently done?

Existing solutions

What existing solutions are used already today to get the "jobs" done?

Frustration & Pains

What is frustrating about the way the jobs are currently done? What is your biggest headache? What may not/never happen?



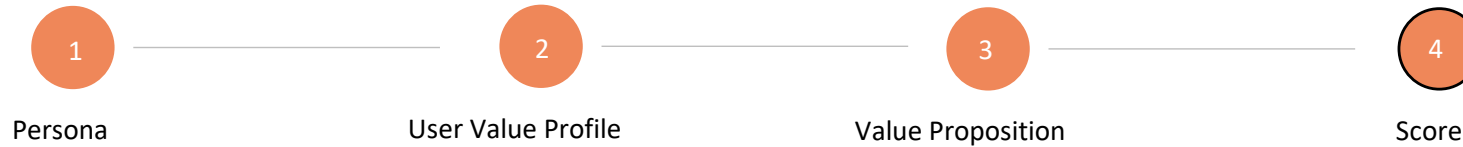
Think about potential solutions that help to reduce the pains and increase the happiness of your persona

What are potential offerings that help my persona do get his / her job done more efficiently?

VALUE PROPOSITION DESIGN

Name of DDI: _____

Date: / /



Criteria	Example	Value Proposition 1	Value Proposition 2	Value Proposition 3	Value Proposition 4
Importance A big market opportunity will be missed if we do not develop this idea	5				
Competitiveness There is no competition or almost no competition out there	4				
Data Access We have access to the required data	2				
Capabilities We have the technical abilities to build this solution	3				
Market Attractiveness Many people are facing the same problems	4				
People are willing to pay for our solution	4				
SUM	22				

