

VALUE PROPOSITION DESIGNER

Using data to create new value propositions for your customers is a promising way to drive your business.

In order to focus your efforts and optimize your use of resources, exploring possible value propositions for specific users is a perfect starting point to explore data-driven innovations.

Even more: While analyzing the various dimension of your data-driven innovation, you might identify new customer groups or relevant stakeholders.

In this case, you should apply this tool again to develop a deeper understanding of how to attract and engage them in your endeavor to create new business opportunities.



// OBJECTIVES

- ✓ Anticipate customers and end users' future demands



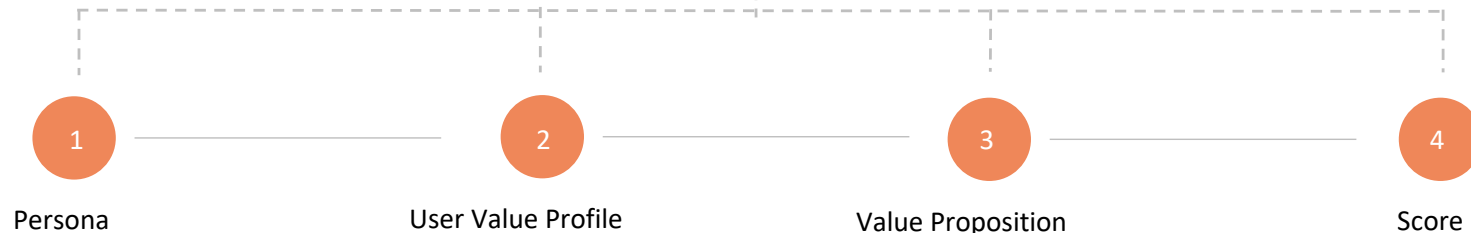
// OUTCOME

- ✓ A deeper understanding of how to add value to your customers and end users



// WHEN TO APPLY

- ✓ Use this tool to identify new end users, customers or relevant stakeholders for whom you need to better understand their roles, motives and interests, how to attract them and how to engage them in sustainable partnerships





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

-
-
-
-

Responsibilities

-
-
-
-
-

Hopes & Dreams

-
-
-
-
-



Persona



User Value Profile



Value Proposition



Score

Jobs to be done

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

Happiness & Gains

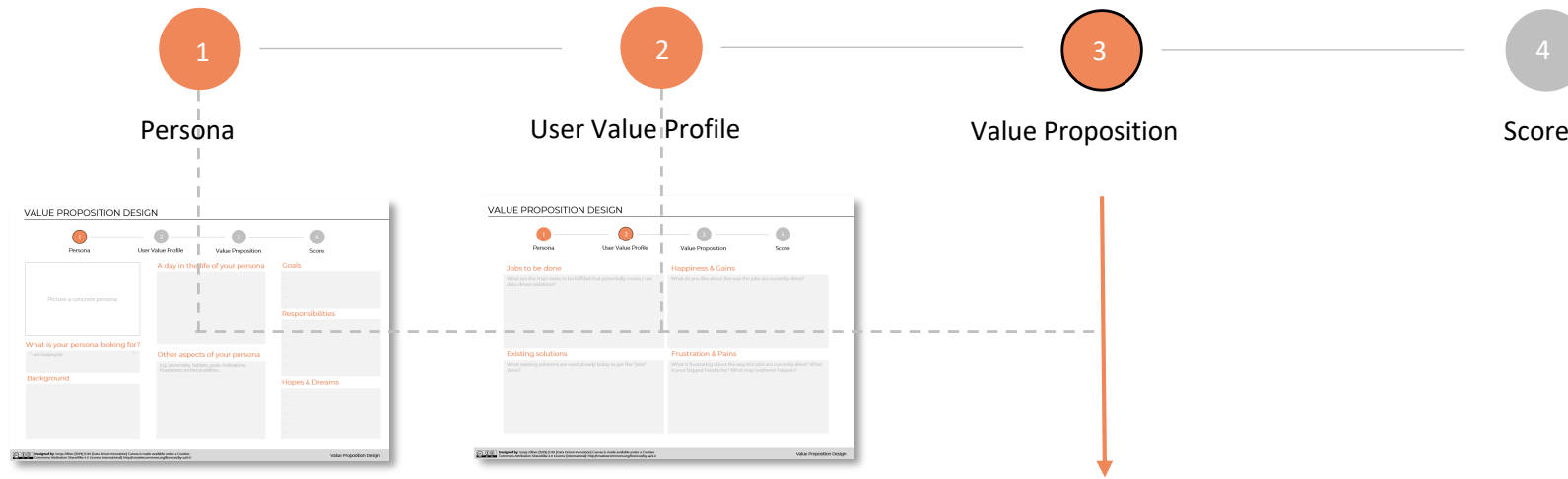
What do you like about the way the jobs are currently done?

Existing solutions

What existing solutions are used already to “get the job done”?

Frustration & Pains

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



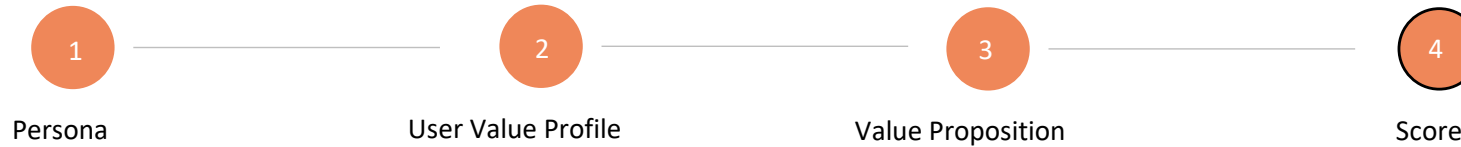
Think about potential solutions that help to reduce the pains and increase the happiness of your persona

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

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Name of DDI: _____

Date: / /



Criteria	Example	Value Proposition 1	Value Proposition 2	Value Proposition 3	Value Proposition 4
Importance • Failing to do the job will have serious consequences for the persona and / or imply missing opportunities	5				
Competitiveness • Competing solutions are not available for your target user	4				
Data Access • You can access all required data sources in good data quality with less efforts compared to others	2				
Capabilities • You have the technical abilities to build this solution	3				
Market Attractiveness • There are many people facing the same problem • Potential users / customers are willing to pay for your solution	4				
	4				
SUM	22				

