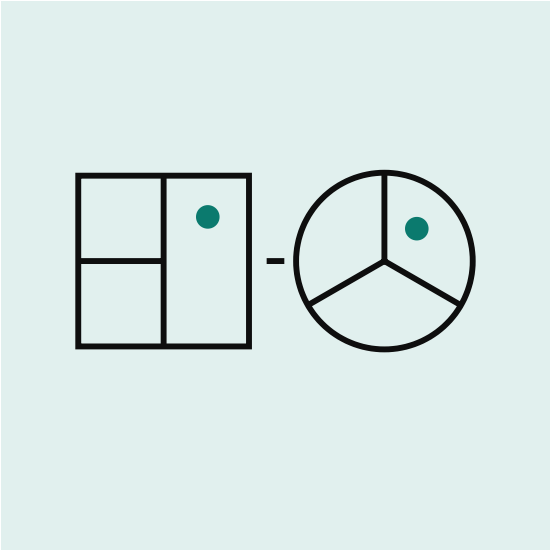
Method

Value Proposition Canvas

A template to see whether an offer fits a customer type: on one side, their profile (jobs, pains and gains); on the other, the offer's value map.



In Spanish
Lienzo de propuesta de valor

Origin
Osterwalder, Pigneur, Bernarda and Smith (2014)

Output
A canvas with the customer profile and the value map

What it's for

Helps design from what a person is trying to achieve rather than from what the organization wants to sell.

Key elements

Jobs
What the customer is trying to do or solve.

Pains and gains
What bothers or worries them, and the outcomes they want.

Fit
The offer fits when it relieves the pains and creates the gains that matter most. It is a hypothesis to be tested with customers.

How it's done

1 

Describe the profile of a customer type: jobs, pains and gains.

2 

Fill in the value map with products and services, pain relievers and gain creators.

3 

Test the fit between both parts with real customers.

Applications in design

When to use it

To define or review what a product, space or service offers a specific type of customer.

Avoid

Filling the profile with assumptions and taking it as valid.

Don't fall for it

One canvas per customer type: mixing different customers erases what matters to each one.

Connections

Used by

- Business design
- UX strategy

Related to

- Jobs to be done
- Four Actions Framework
- Business Model Canvas
- Kano model
- Personas

Authors and works

2014	**Alexander Osterwalder, Yves Pigneur, Gregory Bernarda and Alan Smith**	Presented the canvas for designing and testing value propositions, as a complement to their business model canvas.

Sources

Original sources

- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value proposition design: How to create products and services customers want. Wiley.
- Osterwalder, A., & Pigneur, Y. (2010). Business model generation. Wiley.

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