The Value Proposition Canvas

**Designed for:**

**Designed by:**

**Customer Segment**

Customer Job(s)

What does your customer need to do?

What difficulties does your customer encounter or fear?

What would make your customer’s job or life easier?

What makes your customer feel bad?

What would your customer use your product or service for?

What do customers dream about?

What are customers looking for?

What are customers trying to get done?

What would make your customer’s job or life easier?

What do current solutions delight your customer?

What do current solutions do for your customer?

What do current solutions fulfill?

What do current solutions help your customer co-design?

What do current solutions help your customer compare offers?

What do current solutions help your customer transact?

What do current solutions help your customer dispose of?

What do current solutions help your customer produce outcomes?

What do current solutions help your customer reduce costs?

What do current solutions help your customer reduce risk?

What do current solutions help your customer reduce friction?

What do current solutions help your customer reduce complexity?

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