

# Value Proposition Canvas

WORKSHEET

A two-part canvas that maps a customer profile (jobs, pains, gains) against a value map (products and services, pain relievers, gain creators), so a team can state, test and improve the fit between what it offers and what one customer segment actually cares about.

PREPARED BY \_\_\_\_\_ DATE \_\_\_\_\_

## CUSTOMER JOBS

The things the customer is trying to get done in work or life: functional tasks, social positioning and emotional states. Jobs are ranked by importance, and the important ones are often not the ones the product category assumes.

## PAINS

The bad outcomes, obstacles and risks the customer experiences before, during and after getting the job done. Good pain statements are concrete enough to measure and severe enough to pay to remove.

## GAINS

The outcomes and benefits the customer wants: some required for any solution to count, some expected, some desired, and some that would delight precisely because nobody expects them. Gains are more than pains inverted.

## PRODUCTS AND SERVICES

The concrete list of what the value proposition is built on: the products, services and supporting items the customer can see, buy or use. This is a list, not an argument; the argument lives in the relievers and creators.

## PAIN RELIEVERS

How, specifically, the products and services eliminate or reduce particular pains in the profile. Relievers earn their place by pointing at a ranked pain; the best propositions relieve the severest pains, and admit which ones they leave alone.

## GAIN CREATORS

How the products and services produce the outcomes and benefits the customer expects or desires. Creators are distinct from relievers: removing a frustration and producing a positive outcome are different promises, sold differently.

**Value Proposition Canvas, 2014** · Originator: Alexander Osterwalder, Yves Pigneur, Gregory Bernarda and Alan Smith.

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