

Developing A Compelling Customer Value Proposition



What Is A Value Proposition?

A value proposition:

- Tells customers how we solve their problem
- Delivers benefits to the customer in the form of quality products
- Demonstrates how we are better than our competitors

It speaks to the core motivations and values of our customers, and encapsulates the reason we exist.

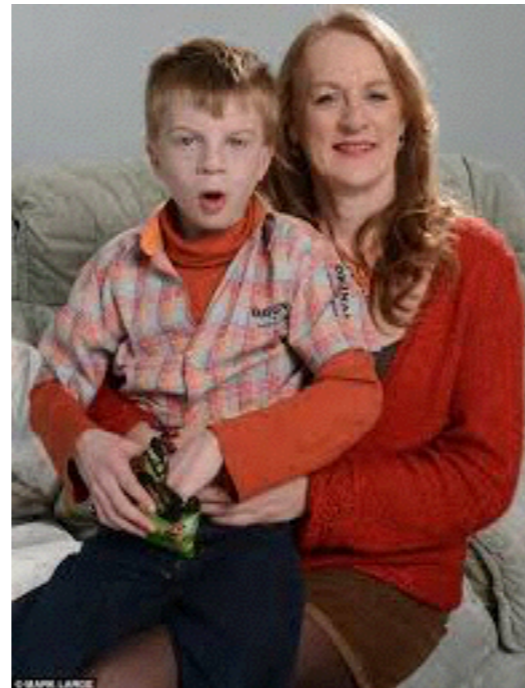


- Everyone doing sport and pushing to improve through sport
- High quality products for every area
- Competition beating branding establishes Nike's values; Nike sweats with us and inspires excellence
- Messaging is reinforced with world recognised brand ambassadors

What do we need to build our value proposition?



Market Research



Customer Personas



Product Idea

Market Research

What is the market gap/opportunity?

Pain, opportunity, disruptive new technology?

Who are your customers?

What type of person or organisation?

B2C, B2B?

What are the use cases?

Who will use it, how will they use it, where will they use it?

Who Will Buy, Who Will Use?

Are the people who will buy the people who will use?

How many potential customers?

What is the market size? Total Addressable Market (TAM), the reachable market, your target market

Where are your customers?

Whats the geographical segmentation

What's the competition?

How established are they and how will you compete?

Market Structure

Associations, Key Bodies, Key Influencers ... who are the people others listen to?

Main Channels/Events/Networks

How will you communicate with your customers?

Are complementary assets required?

Do customers need something else before they can use your product?

Will you partner with others to get your product to market?

If so, who are they?

Where is your Beachhead Market?

Where will you start? Somewhere you can make an impact within the limits of your resources

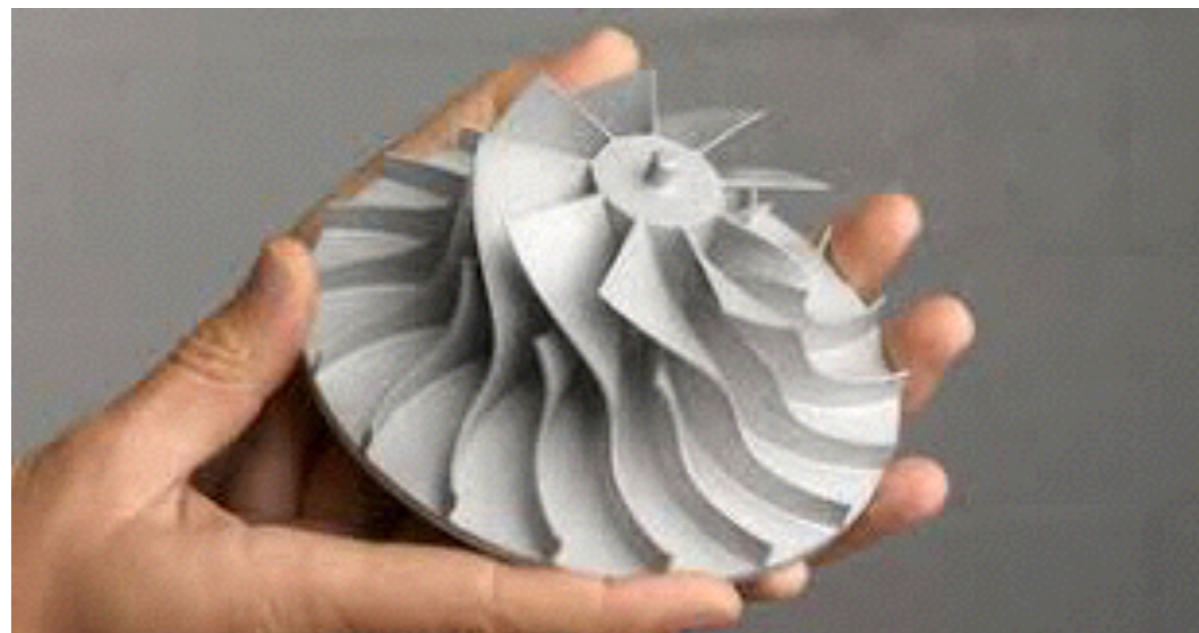
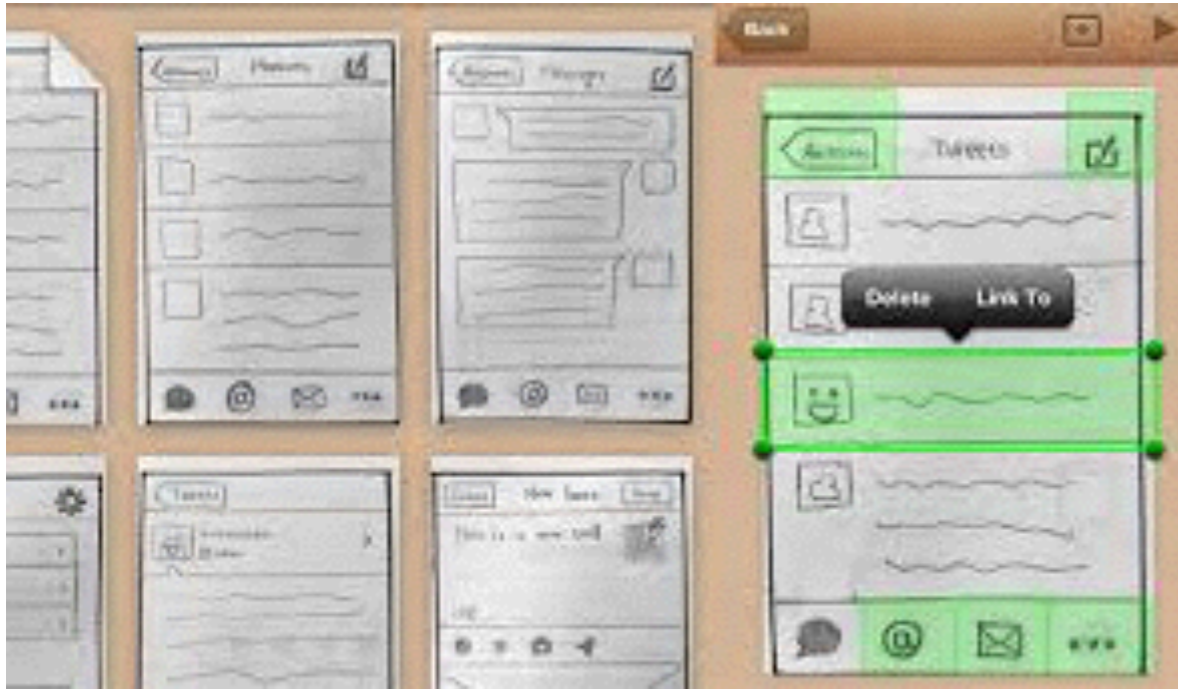
Customer Journey Mapping

How do customers buy and use your product?

Customer Personas

Name:		
<p>Headline Characteristics:</p> <p>Age: Gender: Job: Family: Location: Interests/Hobbies: Peer Groups:</p> <p>Character:</p> <p>Primary Driver:</p>	<p>Motivations:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Goals:</p> <p>Frustrations/Blockers:</p> <p>Bio:</p>	<p>Personality:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Preferred Channels:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Favourite Brands:</p>

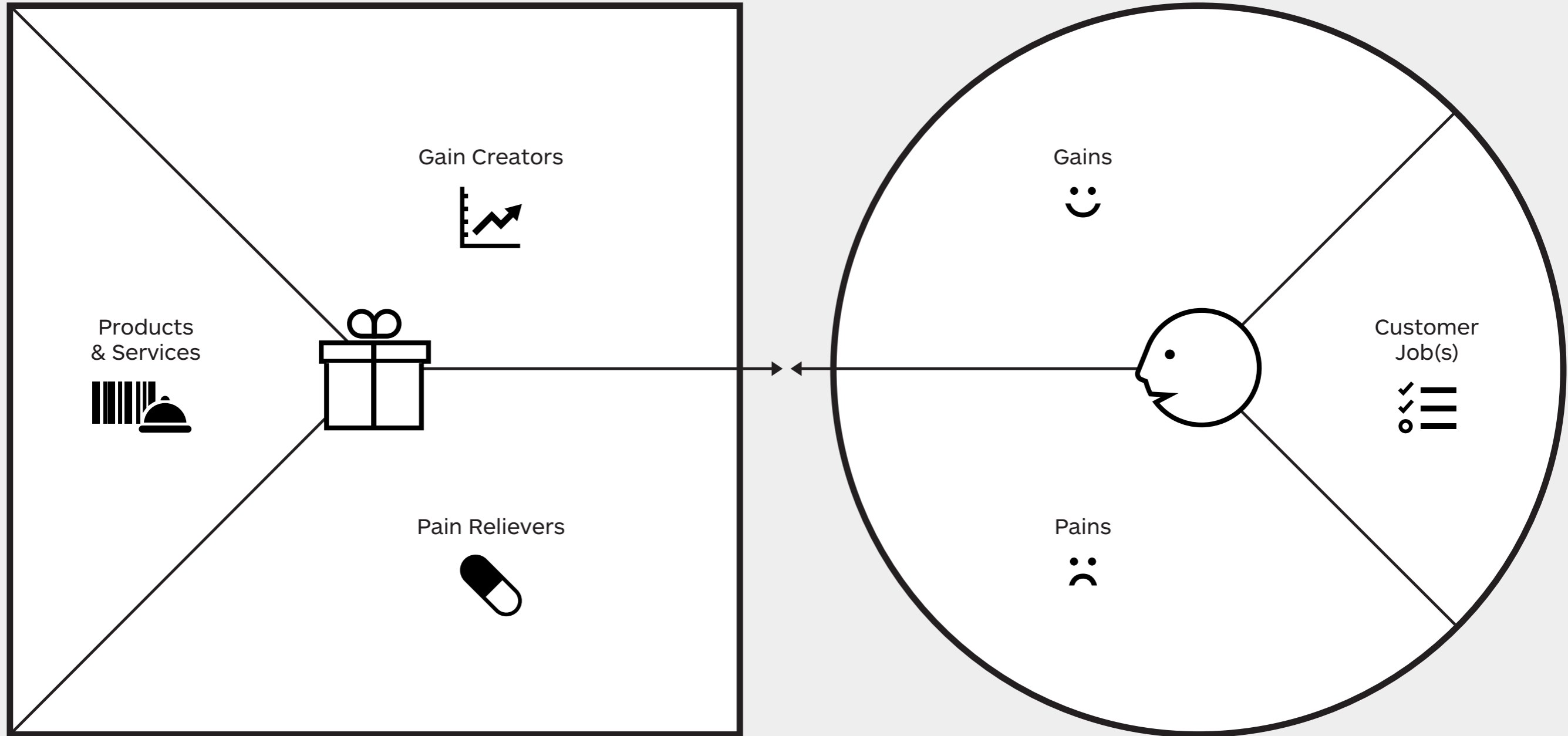
Product Idea: Designs, Mockups, Prototypes, Wireframes for your MVP

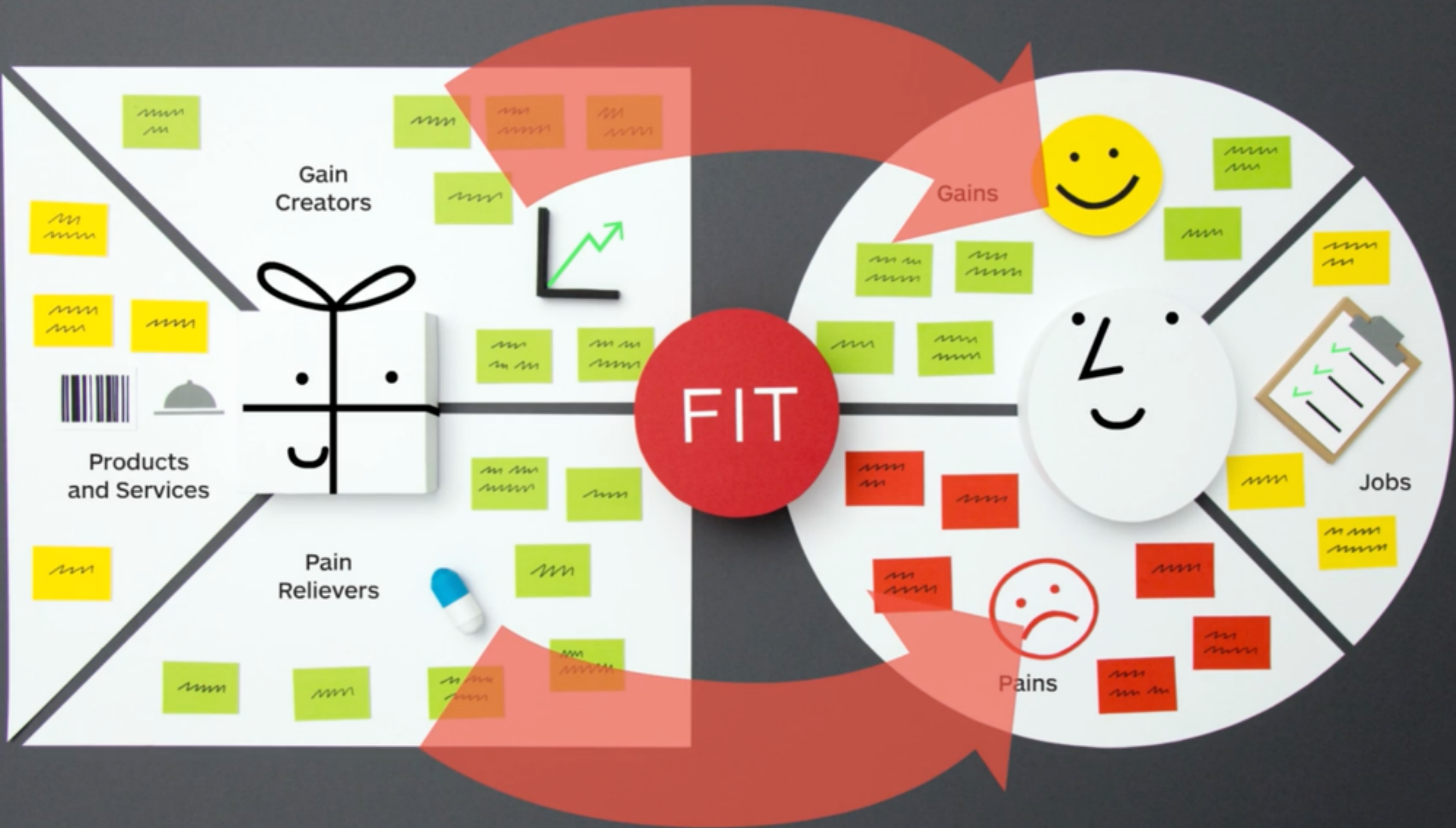


Align the Product to the Customer: The Value Proposition Canvas

Product:

Customer Segment:





Customer Testing

- Start customer testing right at the start of your journey, before you build anything.
- Keep testing until you are confident the benefits and features of your product align with the highest priorities and needs of customers.

Key Takeaways

You can use the value proposition canvas anytime to check that your business is developing a product which aligns with customers' needs and values, and is therefore going in the right direction. To do this you need to:

- Understand your market and your customer – that's about doing the research
- Tailor your product fit the needs of the customer – that's about design
- Test your ideas with customers - as often as you can until you are confident that your proposition does what you intend
- Tell a compelling story that makes people sit up and listen!

Two Tasks:

Complete a Value Proposition Canvas for your project

Write a compelling value proposition which sells your project for your pitch. It must describe briefly:

- who the customer is
- the problem you are solving
- your product and the benefits delivered
- product advantages compared to competition or alternatives
- why you are motivated to do it

20 minutes followed by feedback