



Building Customer Centric Approach



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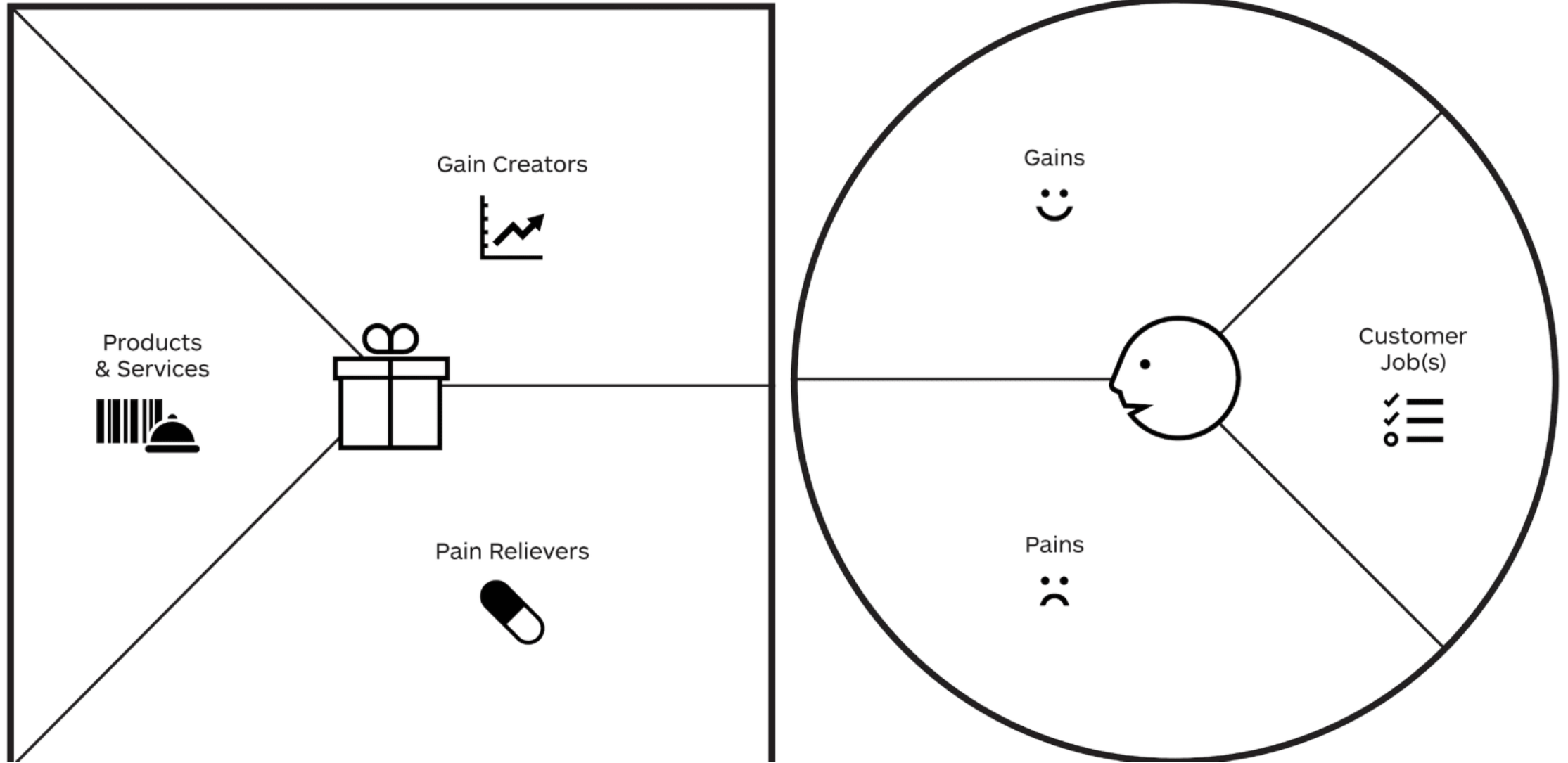


Why are we here? What are we trying to accomplish?

Introduction to the value proposition canvas as a tool to build empathy and understand products and services in terms of customer needs.

Gives participants framework they can use in conversations with customers and product decisions.

“A simple way to understand your customers' needs, and design products and services they want.”



JOBS-TO-BE-DONE



the jobs-to-be-done framework is a great way to understand what is truly important to customers from the perspective of what they are trying to accomplish in a given circumstance.



Jobs-to-be done can be functional, emotional, or social. They represent the things customers are trying to get done in a given circumstance. Here are a few sample prompt questions:



What is your customer trying to accomplish?



What emotional and/or social needs are they trying to satisfy?

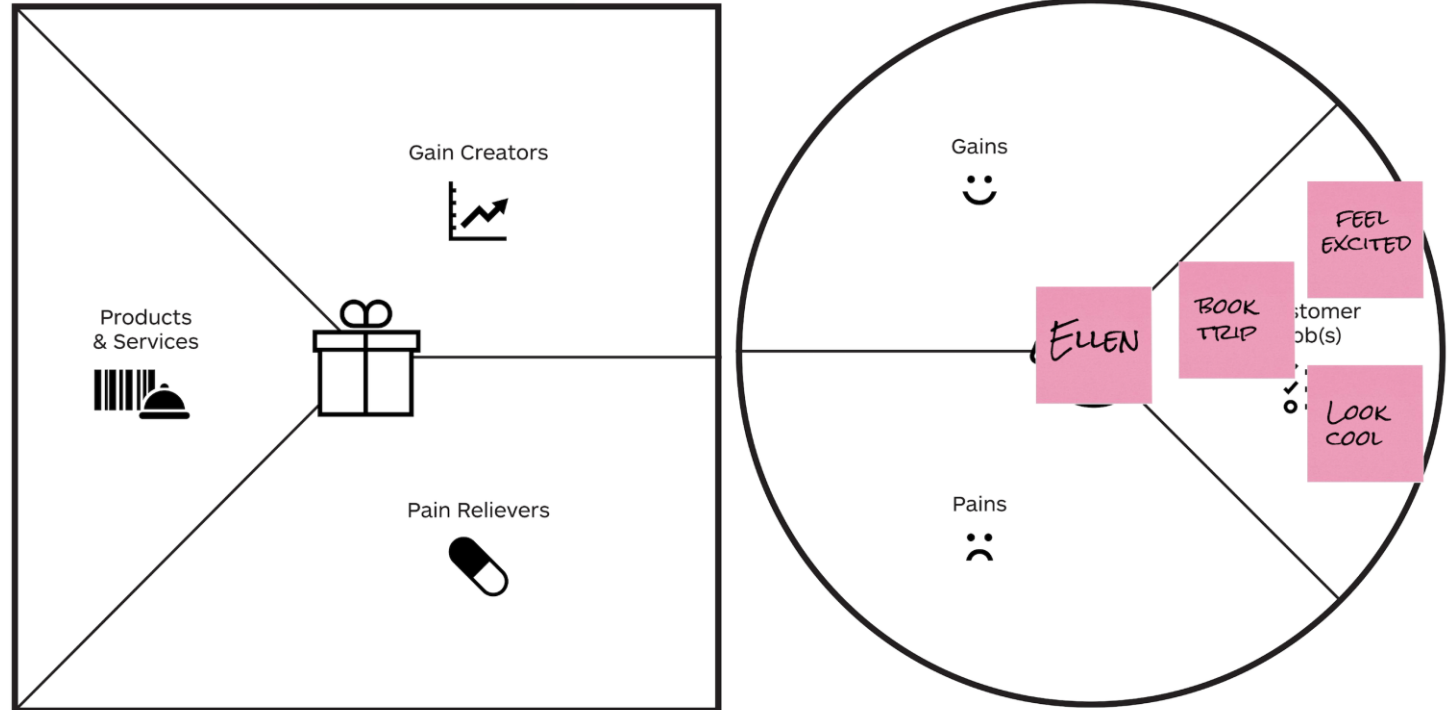


How do they want to feel and what do they need to do to make this happen?

For the persona Ellen in a travel scenario, a few examples of her jobs-to-be done could be Functional — book a trip.

Social — go to a cool place to get Instagram likes and

Emotional — feel a sense of adventure or excitement.



Pains....



Customer pains are the things that prevent customers from accomplishing their jobs to be done, are risks, or are simply annoying. They also can be functional, emotional, or social. A few sample prompt questions:



What is keeping your customer awake at night? What are their big issues, concerns, and worries?

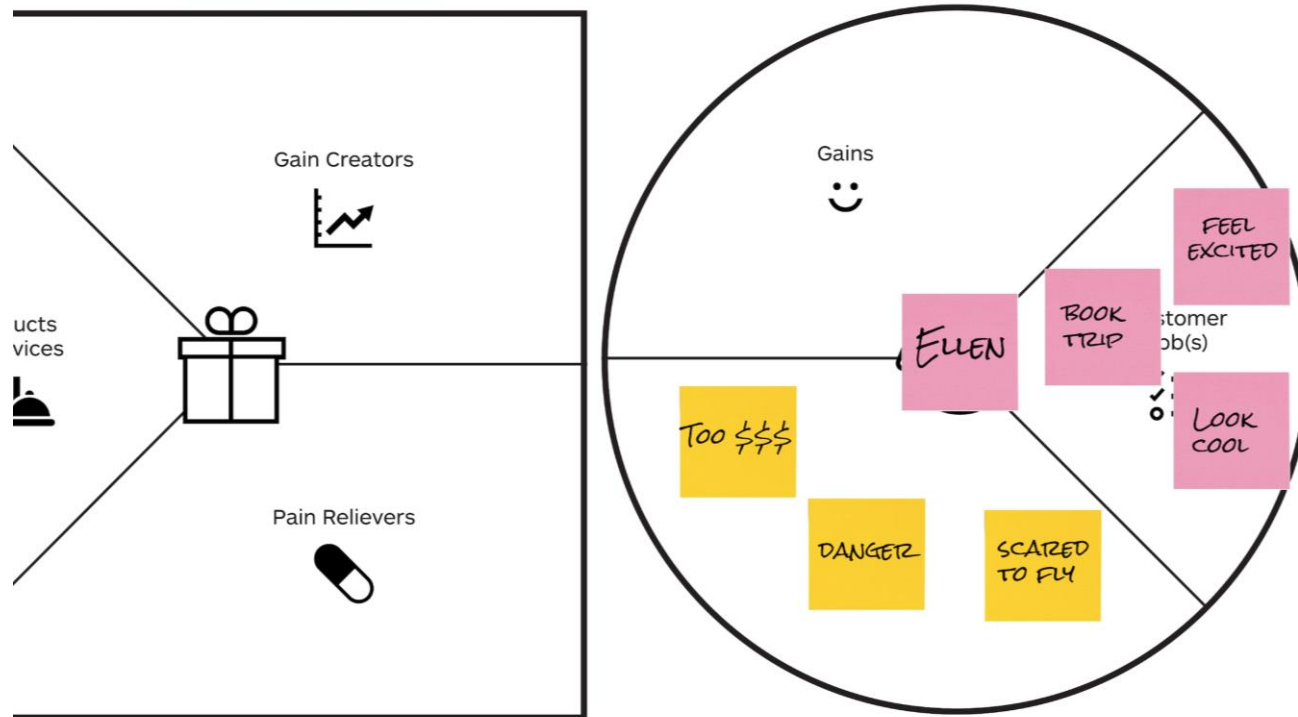


What makes them feel bad? What are their frustrations, annoyances, or things that give them a headache?



What negative social consequences do they encounter or fear? Are they afraid of a loss of face, power, trust, or status?

Pains of Ellen.....



- Pains for Ellen could be travel costs too much; “As a single female, I don’t want to travel to dangerous places.”
- “I don’t have that much money, but I want to be perceived as glamorous and adventurous.”

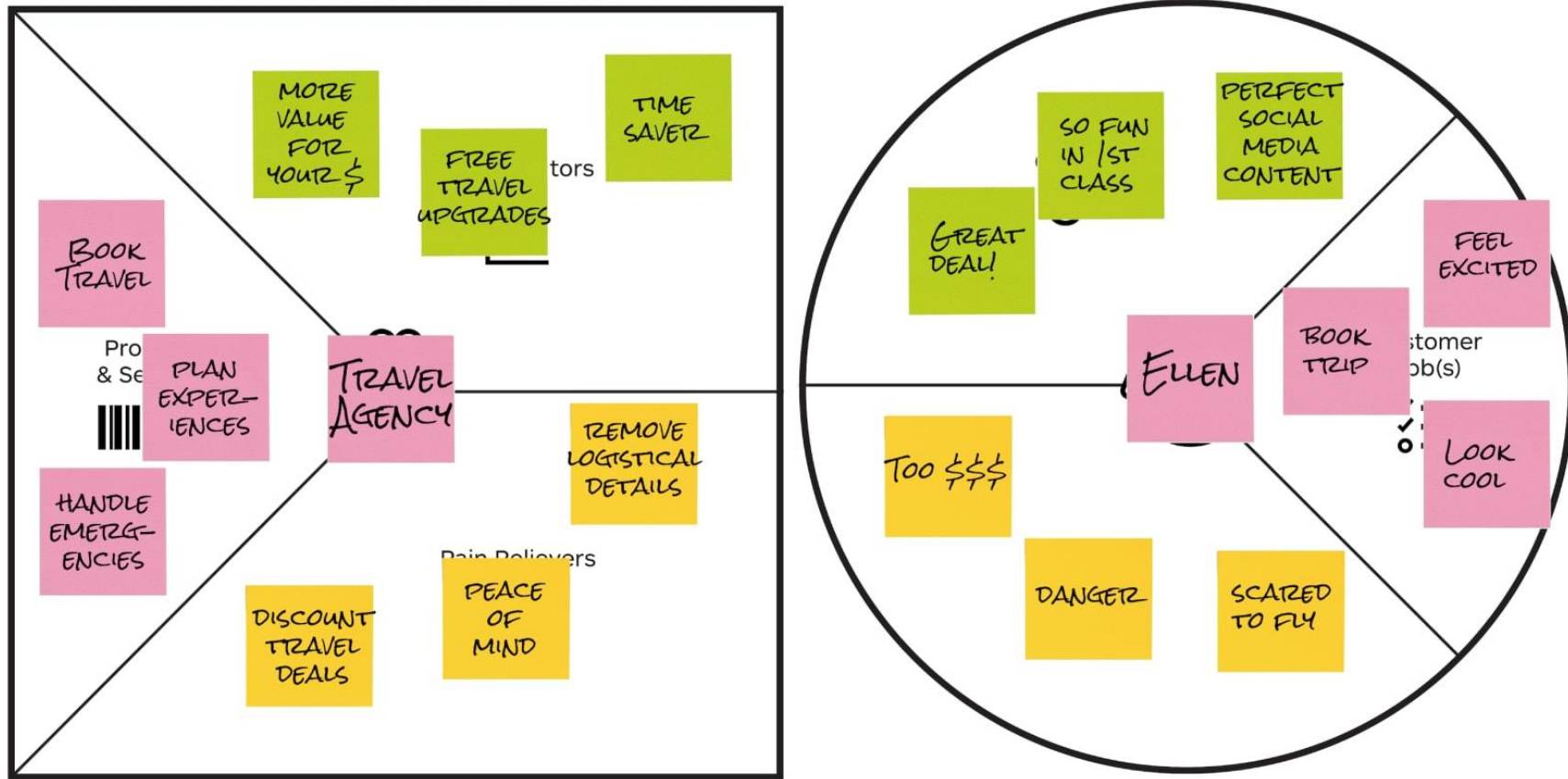


Gains.....

- The last section of the customer profile centers around Customer Gains. These represent the Functional, Social, and Emotional benefits a customer might need, expect or desire (or be unexpected positive outcomes).
- A few sample prompt questions:
- What would be a dream come true for them?
- What would make their jobs easier?
- What savings in terms of time, money, or effort would be beneficial?

Gains for Ellen could be “ I found a really great deal on this flight!; wow, I am going to look so cool for my Instagram followers; getting to fly 1st class is a dream come true.

Gains for Ellen.....



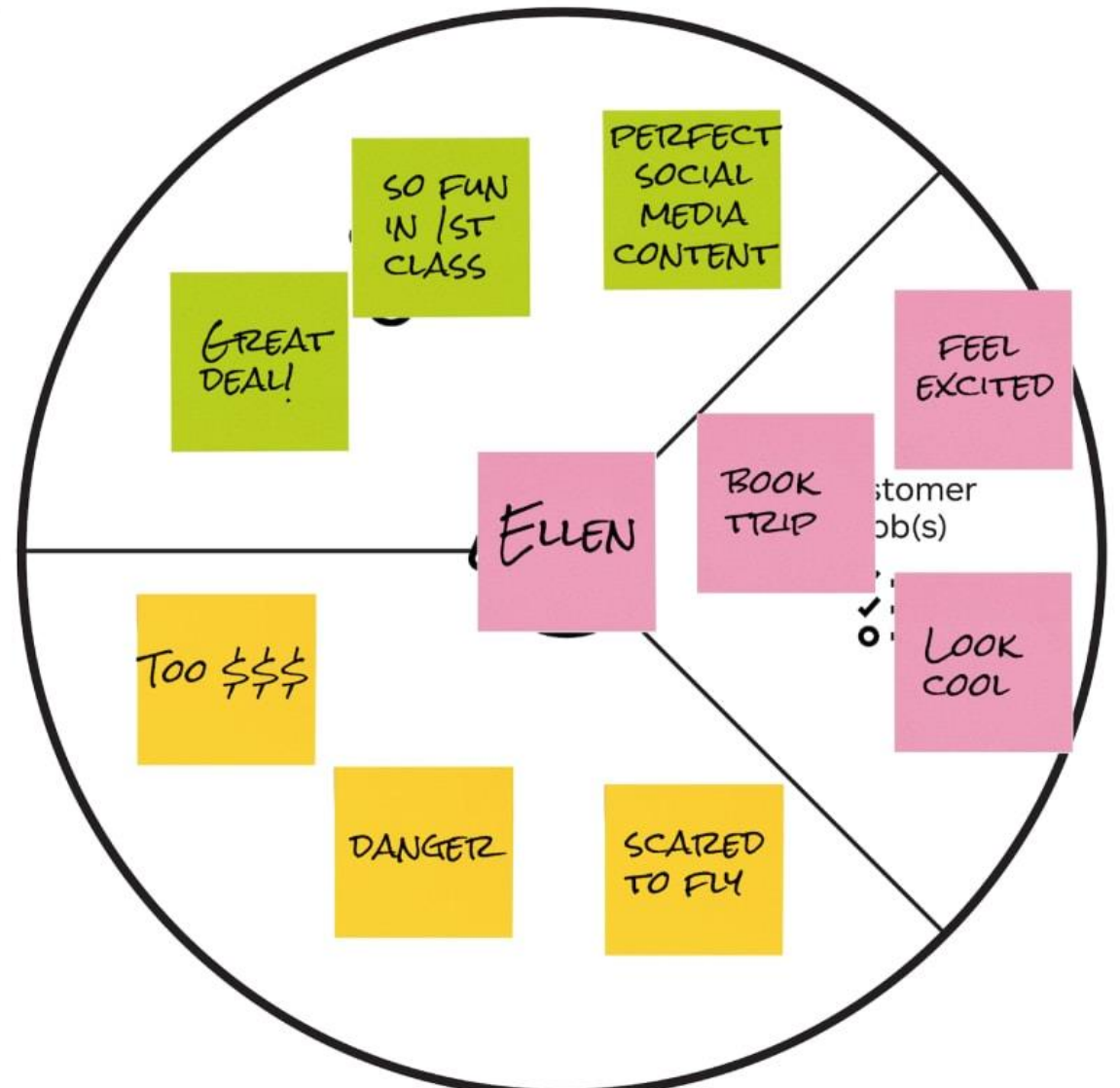
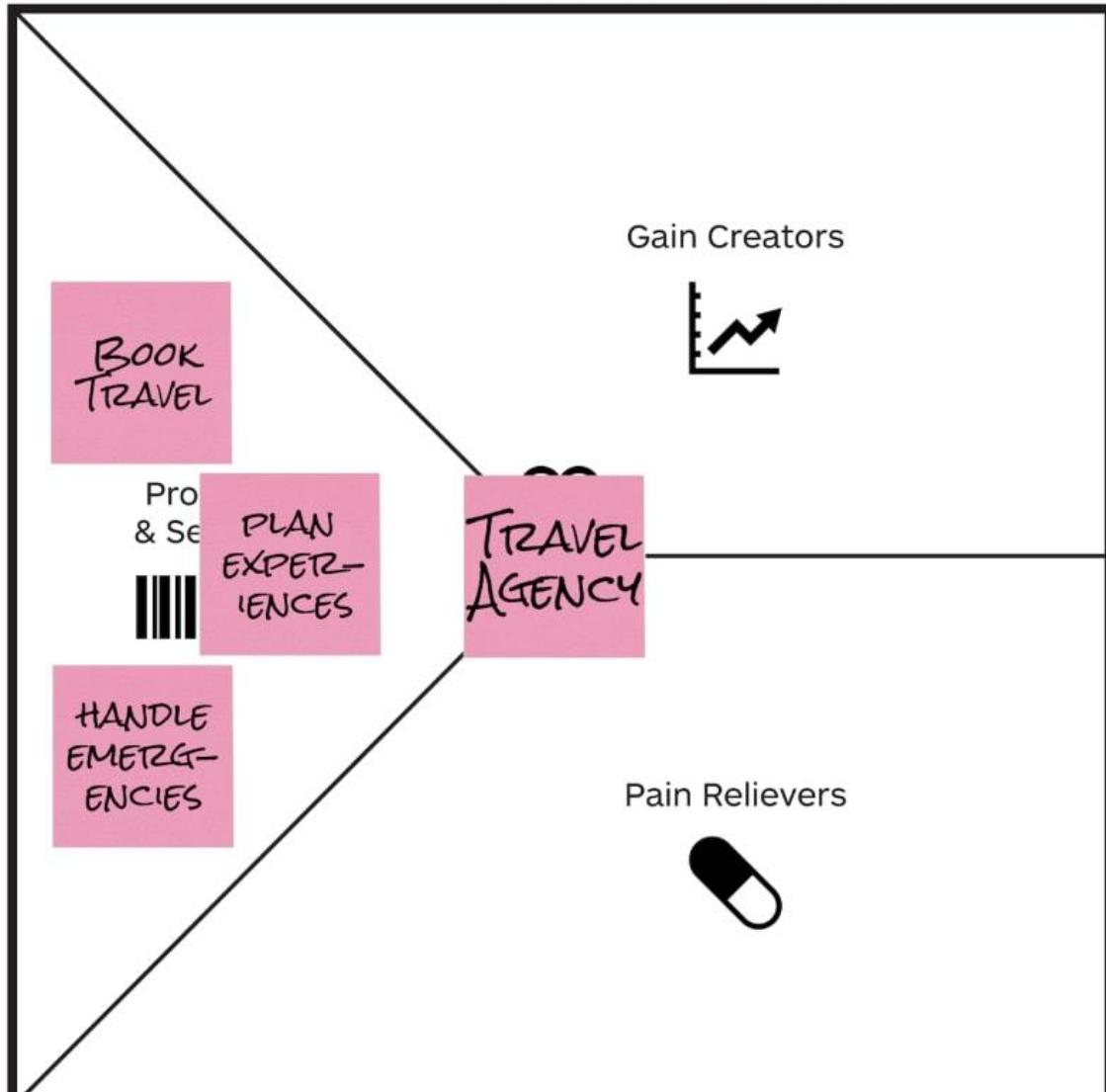
PROFILE WRAP-UP AND INTRO TO VALUE PROPOSITION

- The value proposition represents the value that a company offers in terms of its products and services, pain relievers, and gain creators.
- Map the left side of the canvas (the value proposition) to the right side of the canvas (the customer profile) by framing the company's products and services **in terms of customer needs** (stop leading the conversation with product features, and instead, talk about the jobs they enable and the value they provide!).



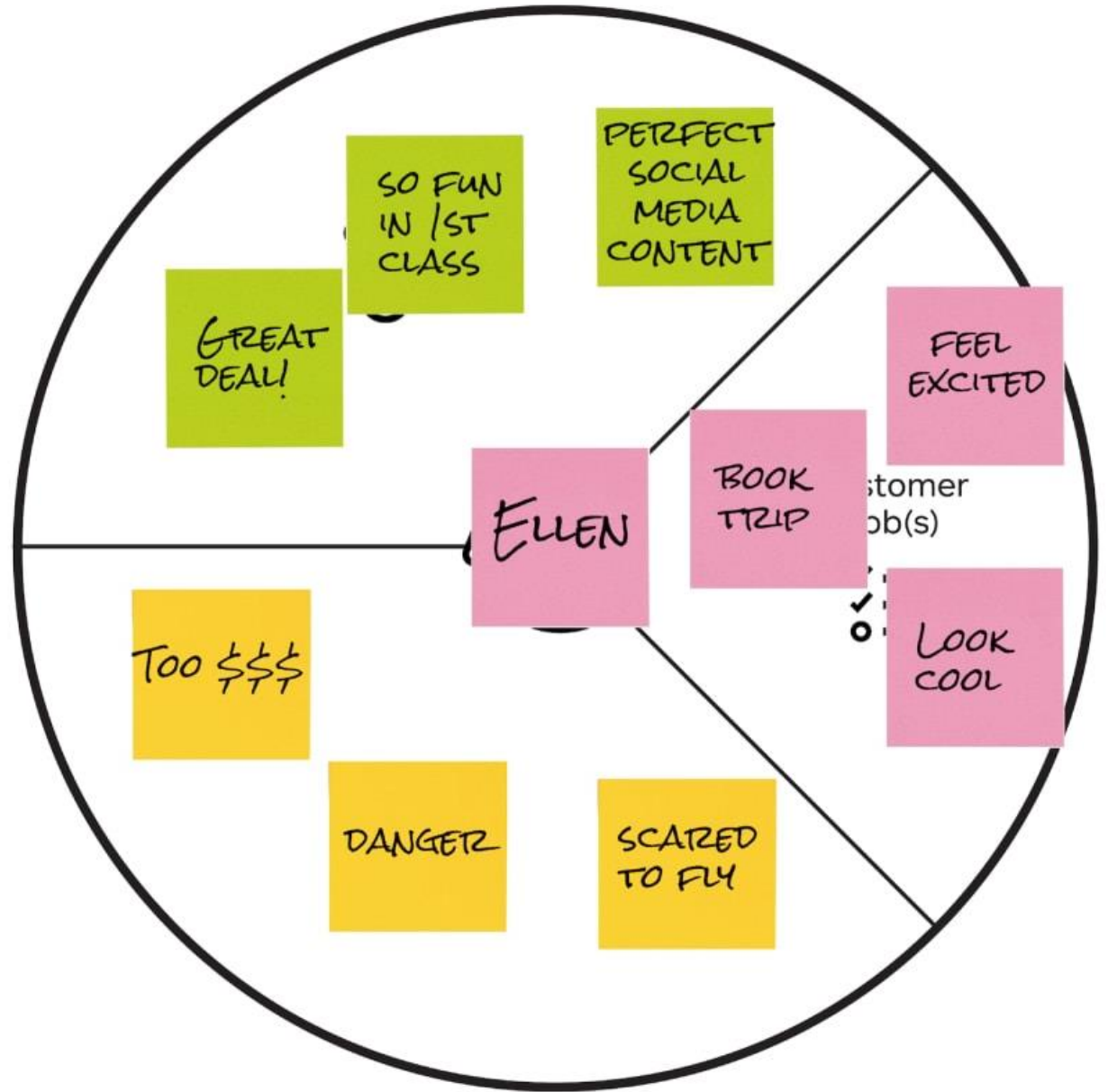
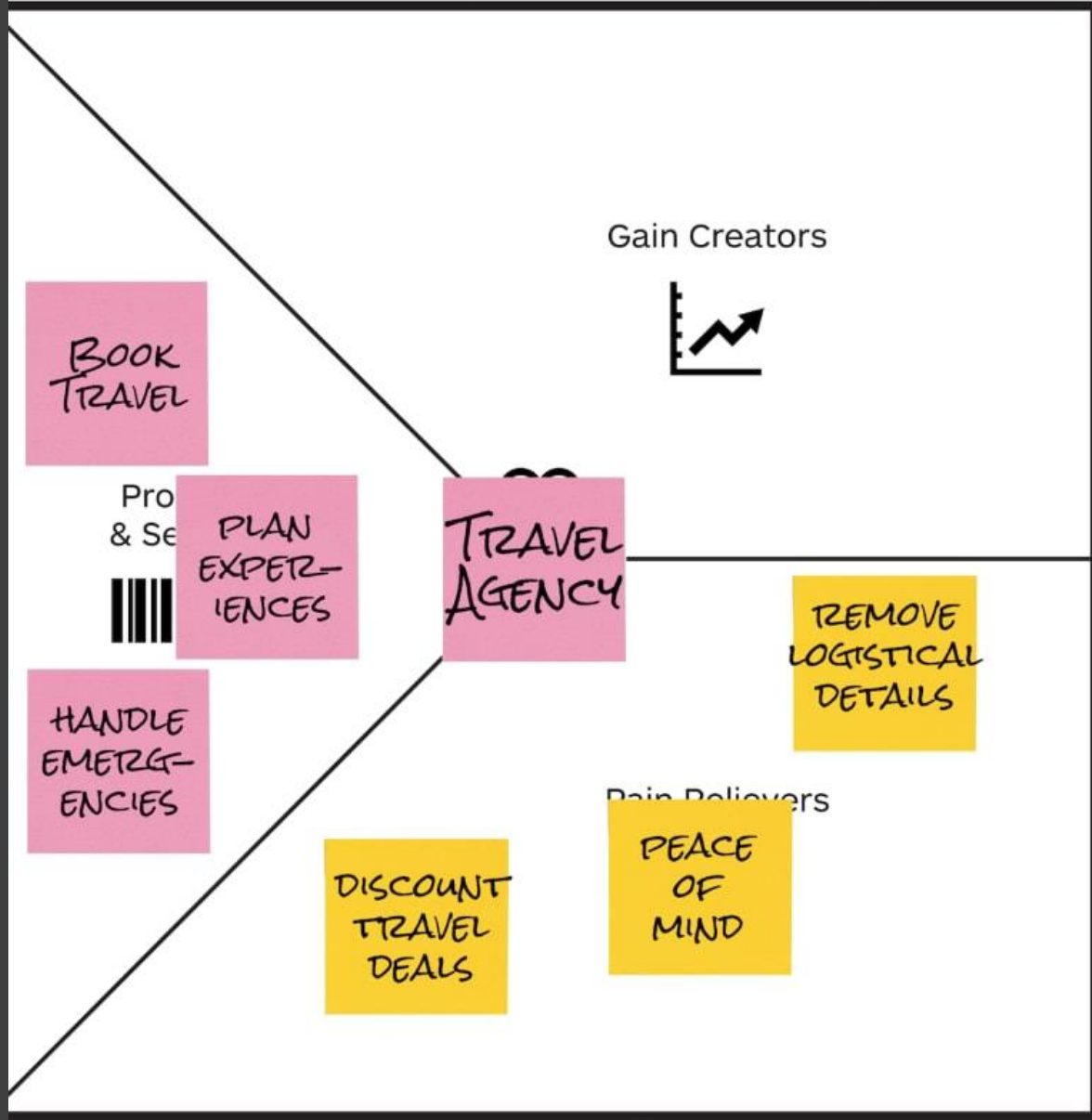
PRODUCTS AND SERVICES

- Filling out the left side of the canvas by listing out the products and services that their company offers. These could be physical products (i.e. the iPhone), or more intangible services (i.e. offer training on the iPhone), digital (i.e. online photo storage for your iPhone), and so on. Simply list offerings — this should be the easiest part of the exercise!



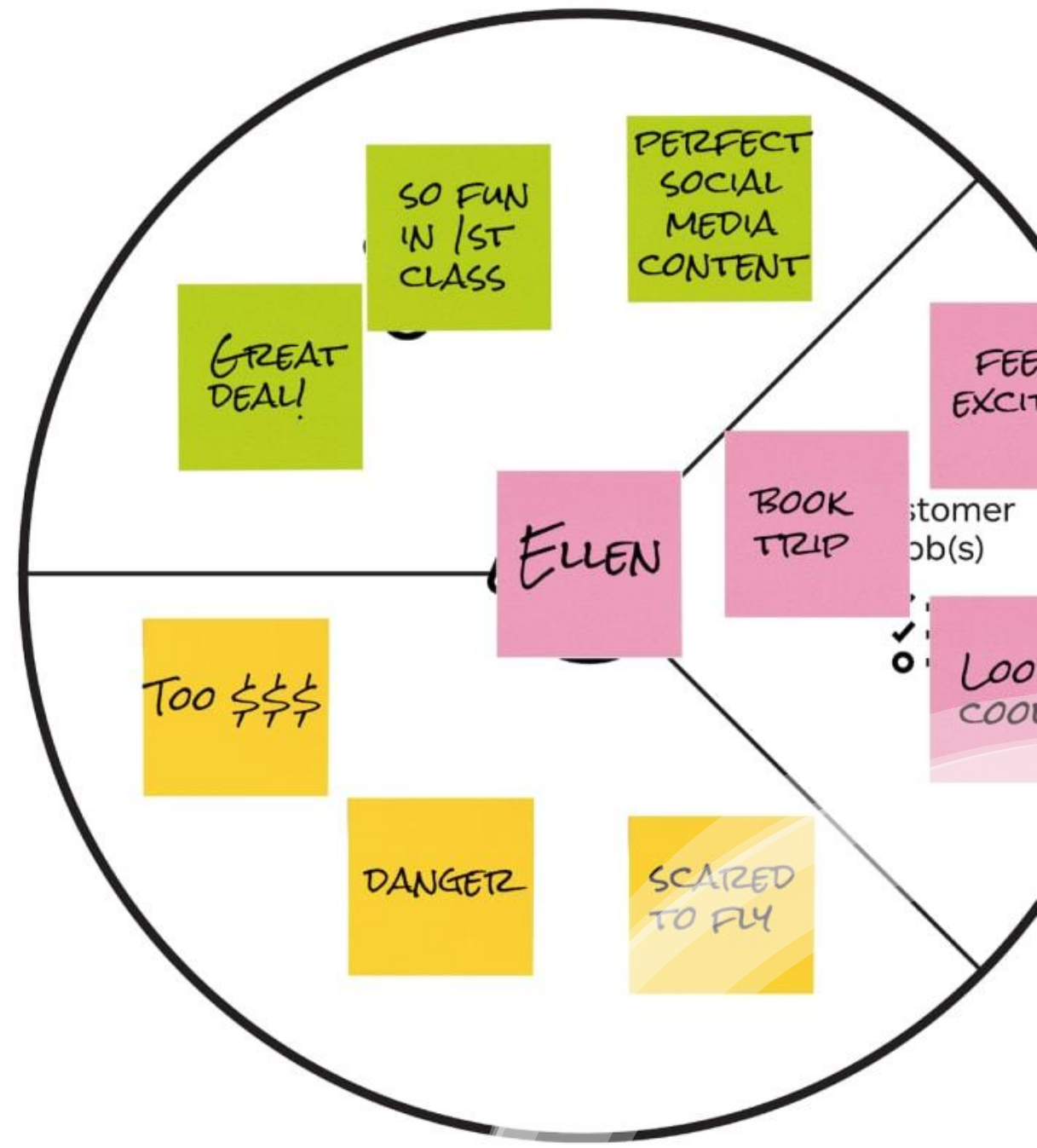
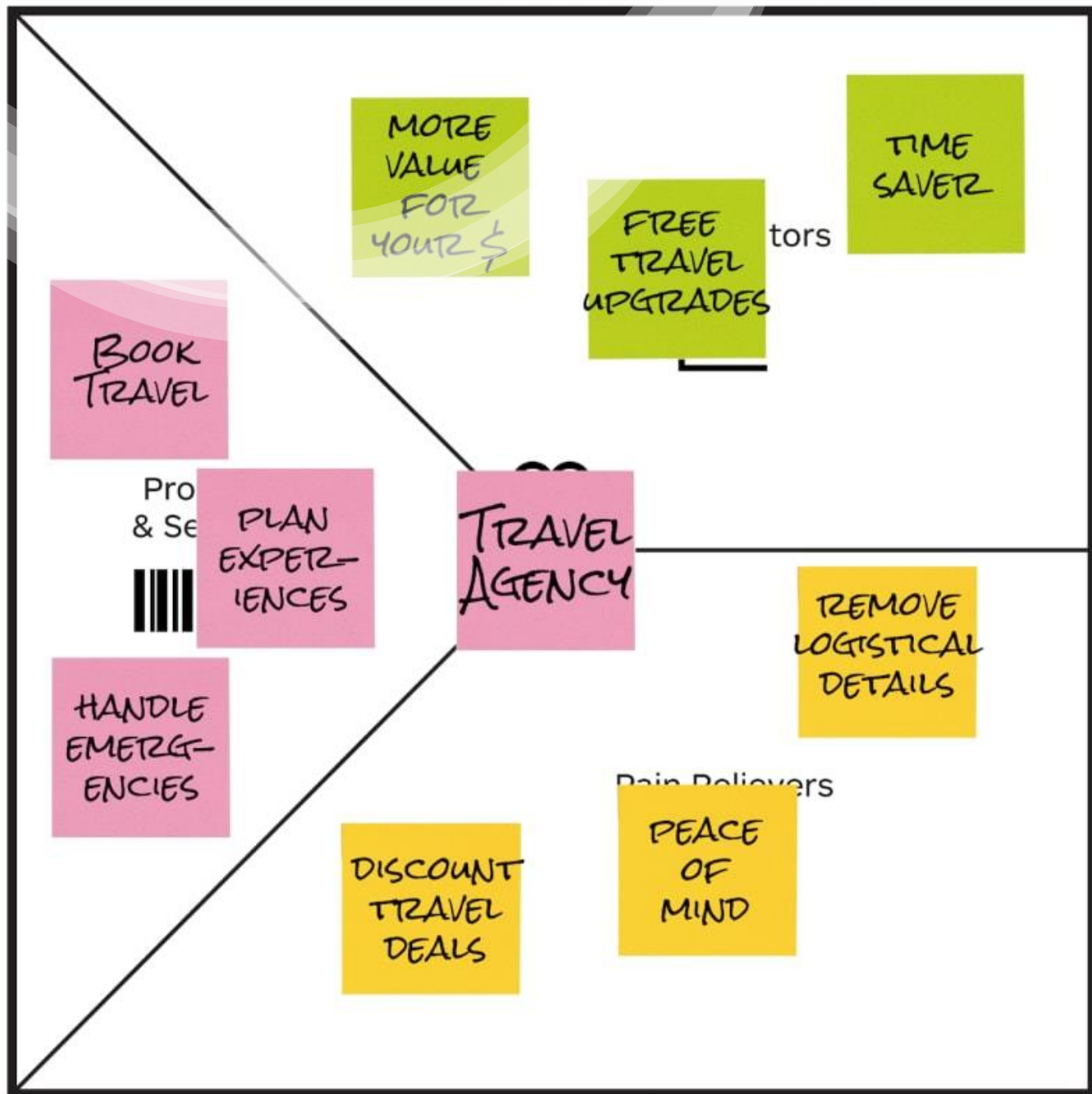
PAIN RELIEVERS

- Here, participants outline how products and services reduce or remove pains or things that annoy customers. This section helps participants see products and services in terms of how they are eliminating pains.
- A few sample prompt questions:
- How does your product or service help your customer sleep better at night? Or address issues or concerns?
- How does it make your customer feel better?
- How does it remove barriers and obstacles?



GAIN CREATORS

- Gain Creators describe how products and services create customer gains or positive outcomes for customers to enjoy.
- Sample prompts questions:
 - How do your products and services save time, money, or effort for your customers?
 - How do they outperform other related products or services customers could be using?
 - How do they create positive emotional or social reactions?



ASSESSING FIT INCLUDING WRAP- UP DISCUSSION

The last activity in the workshop is assessing how well the value proposition offerings map to the needs uncovered in the customer profiles.

Are there major jobs to be done that your products and services aren't enabling?

Are there important pains and gain opportunities that are being left on the table?

How will this impact the way you think about customers?

How will this impact the way you talk to customers?

How can you use this framework to ensure you are designing and building the right things?

As an ideal after-workshop-activity, participants should test the assumptions they've made with real customers. This really brings customers to life.