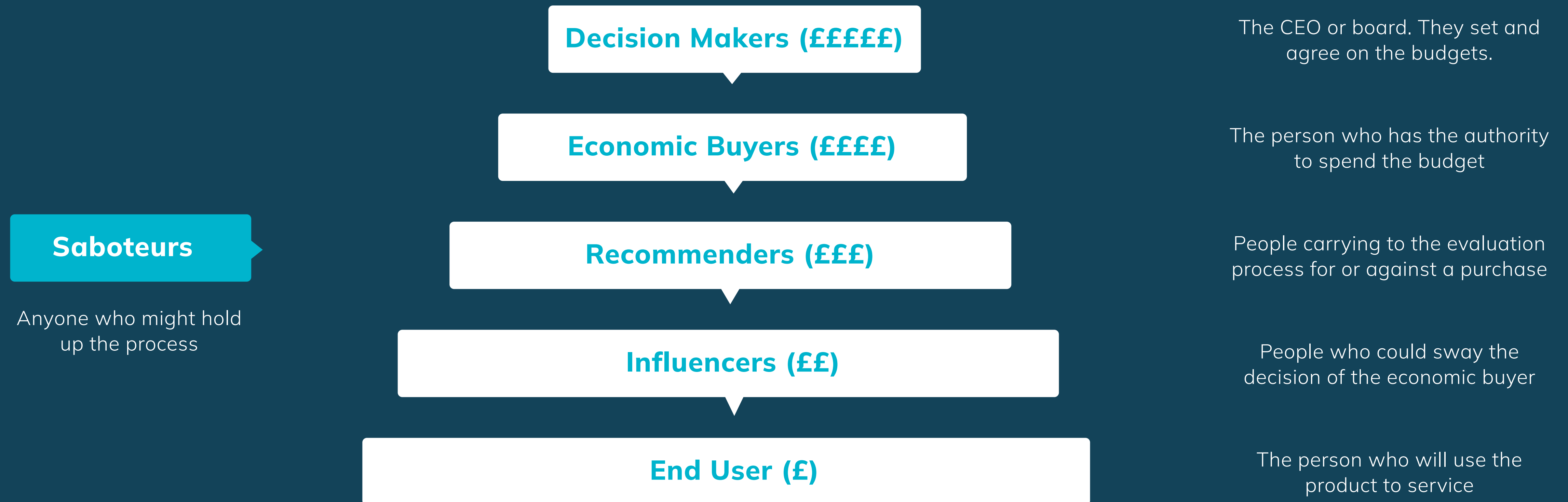


# **Understanding your customer types & value proposition**

# Customer types

# How many types of customers do we have?

There are different levels of a customer. Some are obvious, like the end user, but we need to uncover and consider others as they play a role in the buying decision.



# Customer Zero

Let's fill in the gaps so we can paint a picture of each customer. Who they are, what they believe, and how they live. It provides a springboard for the value proposition work.

Name	<input type="text"/>	Income	<input type="text"/>	Beliefs	<input type="text"/>
Gender	<input type="text"/>	Job	<input type="text"/>	Like to Relax	<input type="text"/>
Age	<input type="text"/>	Family Status	<input type="text"/>	Customer Type	<input type="text"/>
Location	<input type="text"/>	Lifestyle	<input type="text"/>	Other	<input type="text"/>



# Value Proposition

# Value Proposition

A value proposition is a promise of value to be delivered. It's the main reason a prospect should buy from you and not from your competitor.

**Airbnb** Book unique homes & experience a city like a local.

**Shopify** Shopify is everything you need to sell everywhere.

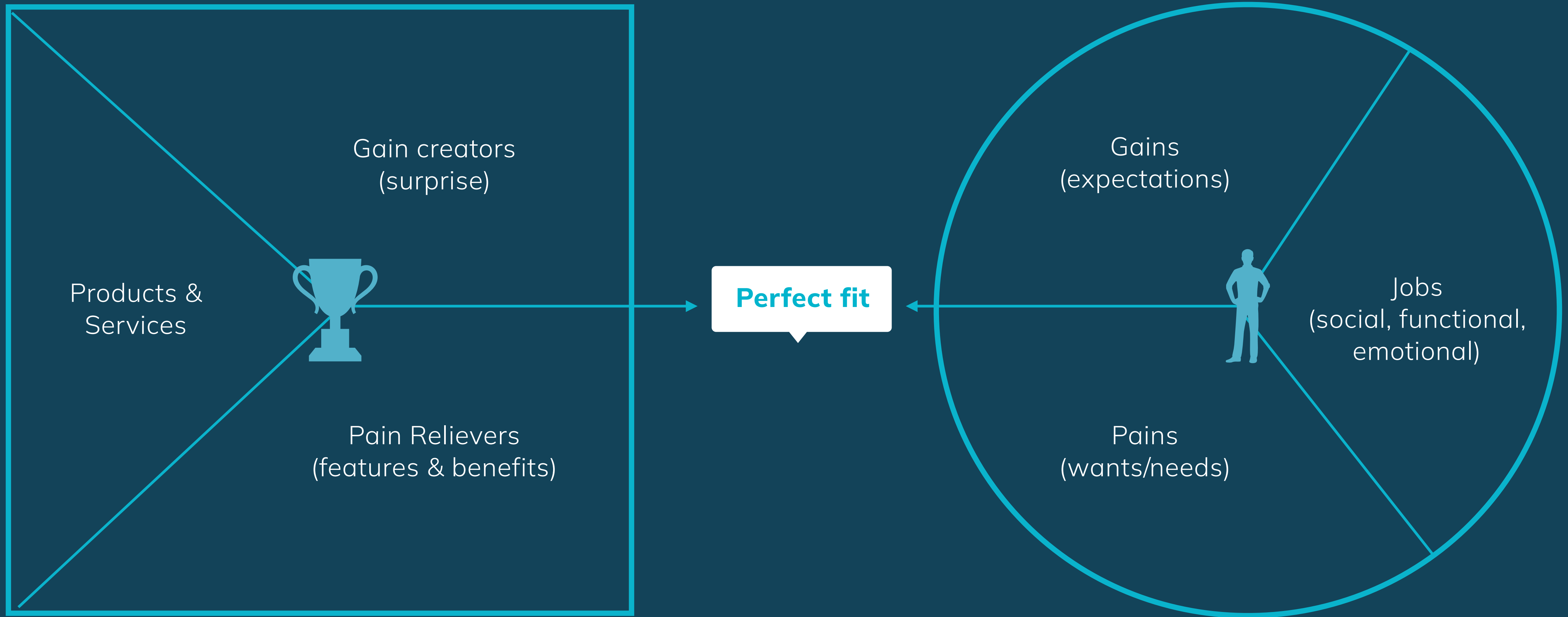
**Google** A safe place for all of your files.

**Slack** Be More Productive at Work with Less Effort.

**Sony camera** Have the latest technology on your side so you never miss out of a shot.

**Uber** The Smartest Way to Get Around.

# Value Proposition Canvas



Value Map

Customer profile

# Value Proposition Canvas: **Perfect Fit**

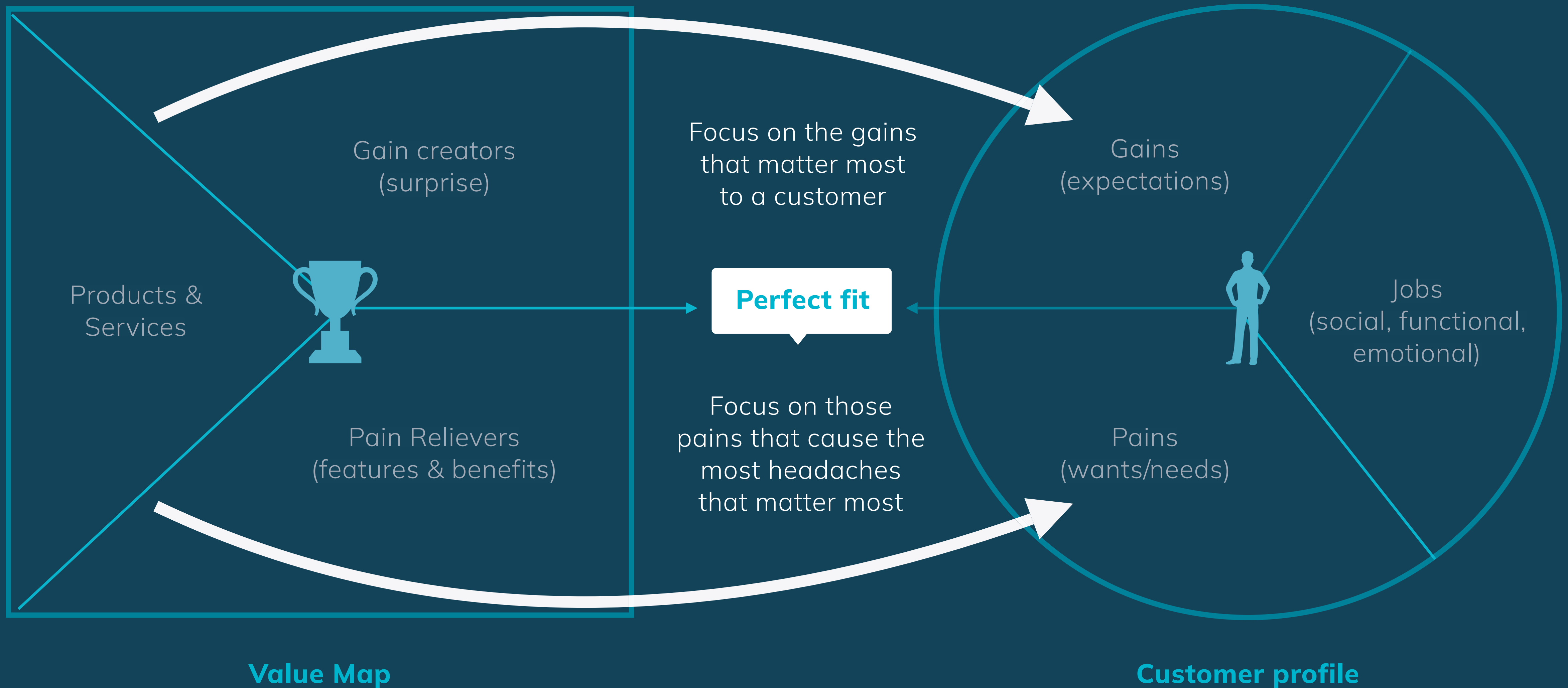


Perfect fit

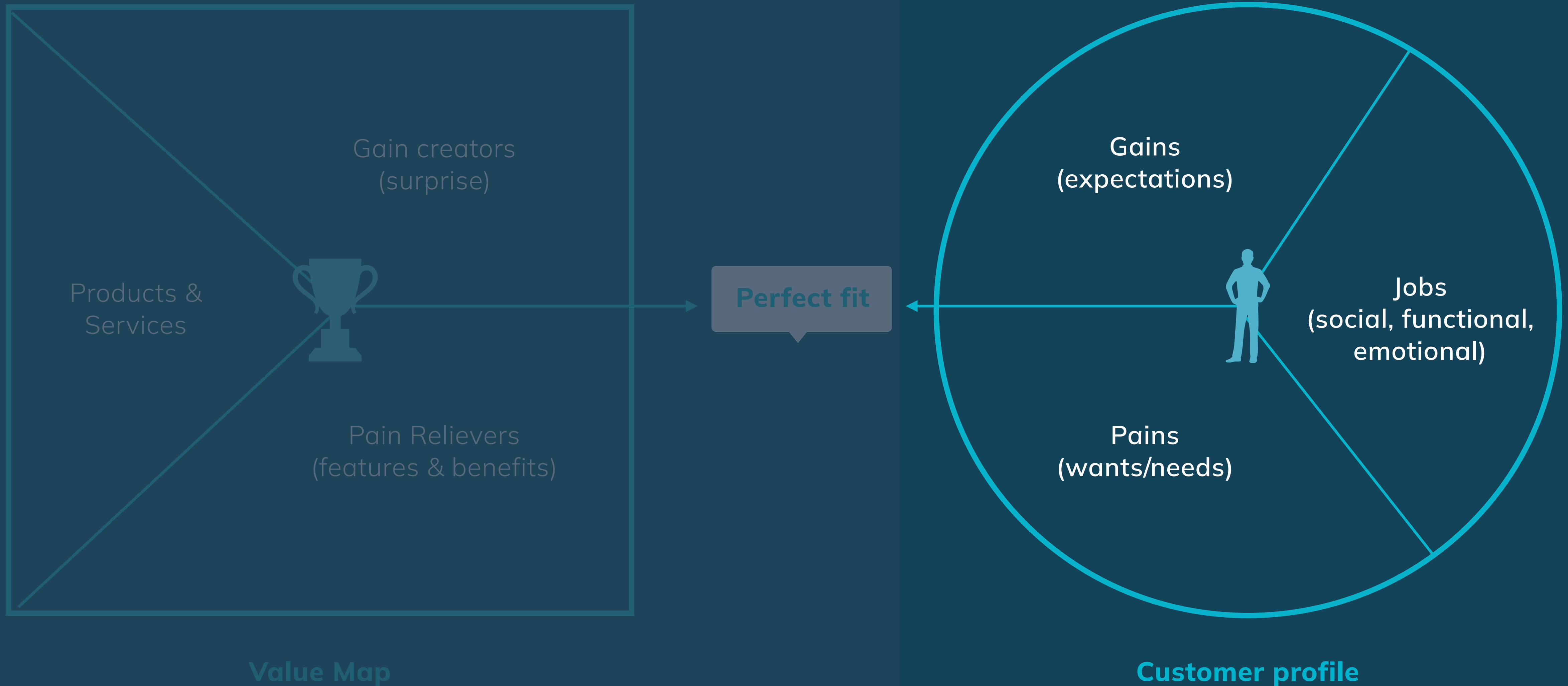
We achieve a perfect fit when customers get excited about our value proposition.

It happens when we address the important jobs, alleviate extreme pain and create essential gains (surprise) that customers really care about.

# Value Proposition Canvas: **Perfect Fit**



# Value Proposition Canvas: **Customer Profile**



# Customer Jobs



## Customer Profile: **Customer Jobs**

Jobs describe what your customers are trying to get done in their work or life. A customer's job could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy. We need to consider the context in which they are performed.

We break these down into four areas:

**Functional jobs** usually revolve around activity and a “problem” to be solved. For example tasks like cutting the grass, driving somewhere or writing a report.

**Social jobs** like status, power, or even friendship and communication. They focus on perceiving what others will think about and see them.



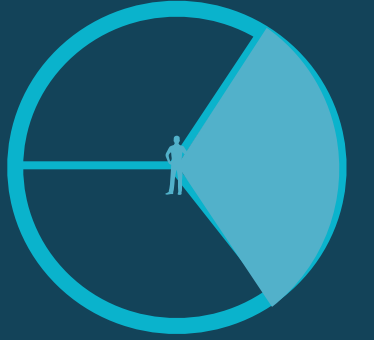
# Customer Profile: **Customer Jobs**

**Personal/Emotional jobs** are around if a customer wants to seek a specific emotional state, like achieving the feeling of job security at their workplace. Or doing meditations to find their inner peace.

**Supporting jobs** is when they have to do it for an organisation, company, or someone else.

- Buyer of value. Makes purchasing decisions after comparing multiple offers.
- Cocreator of value. It can be a user who helps create the product, or someone who gives the product or service a five-star rating.
- Transferrer of value. A retailer who resells a product, or who recycles a product after a subscription has ended

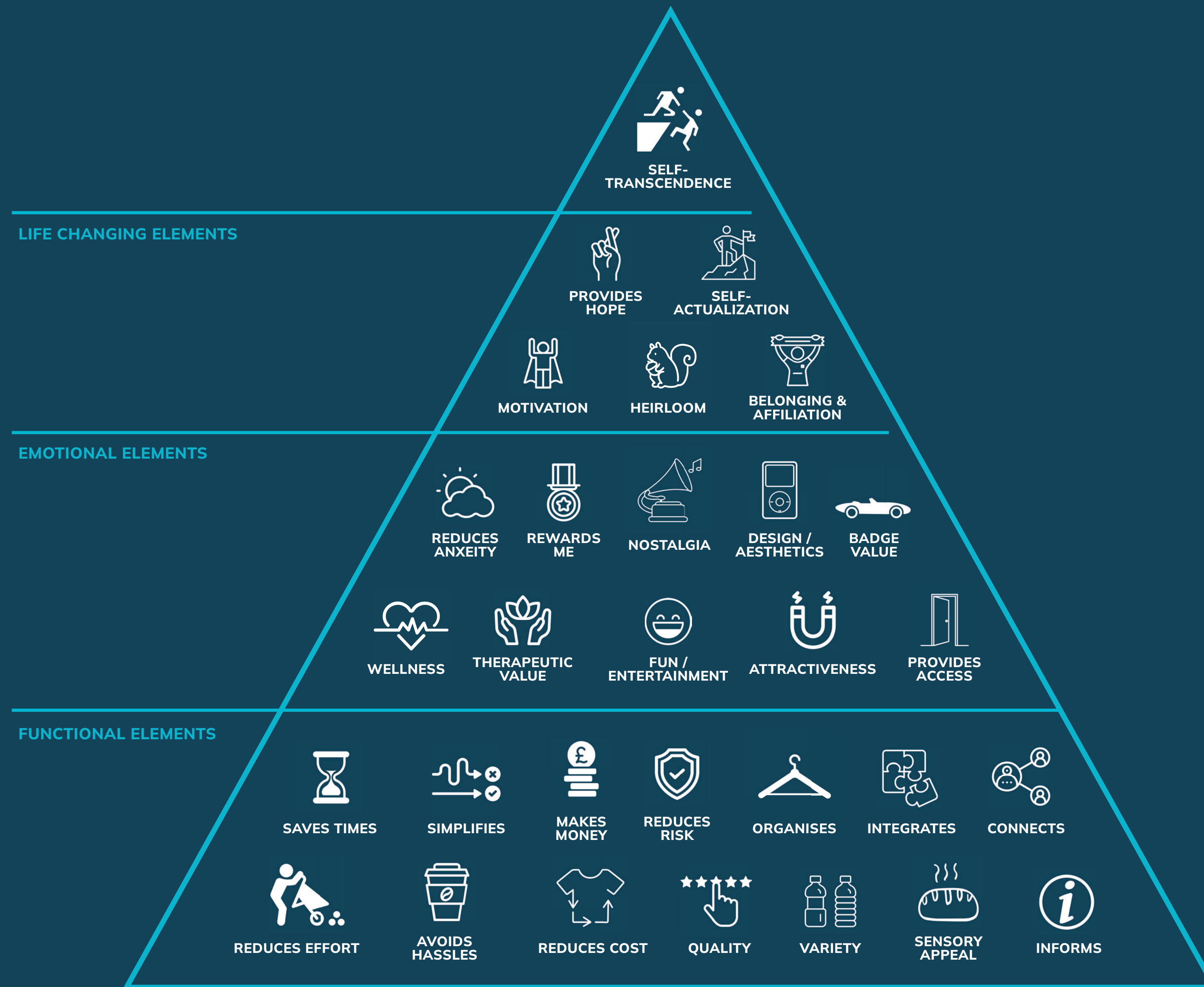
# Customer Profile: Customer Jobs (Q's)



- What is the one thing that your customer couldn't live without accomplishing? What are the stepping stones that could help your customer achieve this key job?
- What are the different contexts that your customers might be in? How do their activities and goals change depending on these different contexts?
- What does your customer need to accomplish that involves interaction with others?
- What tasks are your customers trying to perform in their work or personal life? What functional problems are your customers trying to solve?
- Are there problems that you think customers have that they may not even be aware of?
- What emotional needs are your customers trying to satisfy? What jobs, if completed, would give the user a sense of self-satisfaction?
- How does your customer want to be perceived by others? What can your customer do to help themselves be perceived this way?
- How does your customer want to feel? What does your customer need to do to feel this way?

# Bain Value model

## Social Impact Elements



# Customer Pains



## Customer Profile: **Customer Pains**

Pains describe anything that annoys your customers before, during, and after trying to get a job done or prevents them from getting a job done. Pains also describe risks, that is, potential bad outcomes related to getting a job poorly done or not at all.

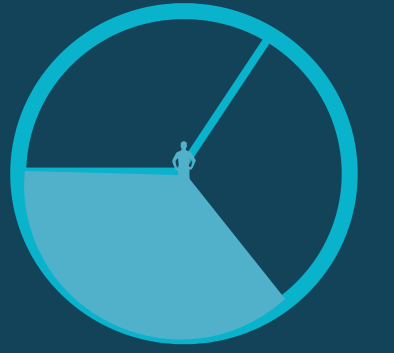
**Undesirable outcomes, problems, and characteristics.** These are all functional, like a solution that doesn't work or has adverse side effects. I look bad doing this.

**Obstacles** are things that stop customers from starting or slow down jobs. It could be a lack of time. Lack of money.

**Risks** are things that a customer might think could go wrong that have a negative consequence. "I'll lose credibility when using this solution".

If it's a pain that can be measured, let's quantify it.

# Customer Profile: Customer Pains (Q's)

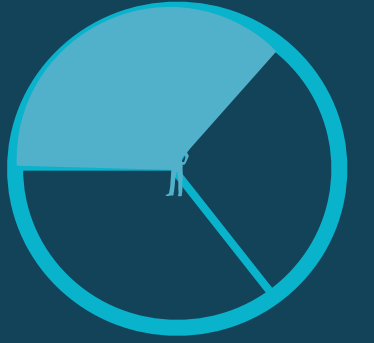


- How do your customers define too costly? Takes a lot of time, costs too much money, or requires substantial efforts?
- What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?
- What are the main difficulties and challenges your customers encounter? Do they understand how things work, have difficulties getting certain things done, or resist particular jobs for specific reasons?
- What negative social consequences do your customers encounter or fear? Are they afraid of a loss of face, power, trust, or status?
- What risks do your customers fear? Are they afraid of financial, social, or technical risks, or are they asking themselves what could go wrong?
- What's keeping your customers awake at night? What are their big issues, concerns, and worries?
- What common mistakes do your customers make? Are they using a solution the wrong way?
- What barriers are keeping your customers from adopting a value proposition? Are there upfront investment costs, a steep learning curve, or other obstacles preventing adoption?

A close-up photograph of a young child holding a large, multi-scoop ice cream cone. The child's face is partially visible in the background, looking towards the camera with a slight smile. The ice cream is topped with colorful sprinkles and a thick, golden-brown sauce that is dripping down the sides of the cone. The background is blurred, showing other people in a crowd.

# Customer Gains

# Customer Profile: **Customer Gains**



Gains describe the outcomes and benefits your customers want. Some gains are required, expected, or desired by customers, and some would surprise them. Gains include functional utility, social gains, positive emotions, and cost savings.

**Required gains (functional)** are things that are required to work. A fundamental expectation from a smartphone is that we can call someone.

**Expected gains** are things we expected. Take the Apple phones; we expect them to look good and be well-designed.

**Desired gains** are things that customers would come up with if you asked them. Smartphones that integrate seamlessly with our other smart devices are a desire

**Unexpected gains** go beyond the expectations or desires of a customer. Touch screens and the app store was not a thing a customer could have asked for.

# Customer Profile: Customer Gains (Q's)



- Which savings would make your customers happy? Which savings in terms of time, money, and effort would they value?
- What quality levels do they expect, and what would they wish for more or less of?
- Which specific features do they enjoy? What performance and quality do they expect?
- What would make your customers' jobs or lives easier? i.e more services, or lower costs.
- What positive social consequences do your customers desire? What makes them look good? What increases their power or their status?
- What are customers looking for most? Are they searching for good design, guarantees, specific or more features?
- What do customers dream about? What do they aspire to achieve, or what would be a big relief to them?
- What would increase your customers' likelihood of adopting a value proposition? Do they desire lower cost, less investment, lower risk, or better quality?

# Customer Profile: Ranking



## Jobs Importance

Rank jobs according to their importance

## Pain Severity

How extreme are they in a customer's eyes

## Gain Relevance

How essential to a customer

Important

Extreme

Essential

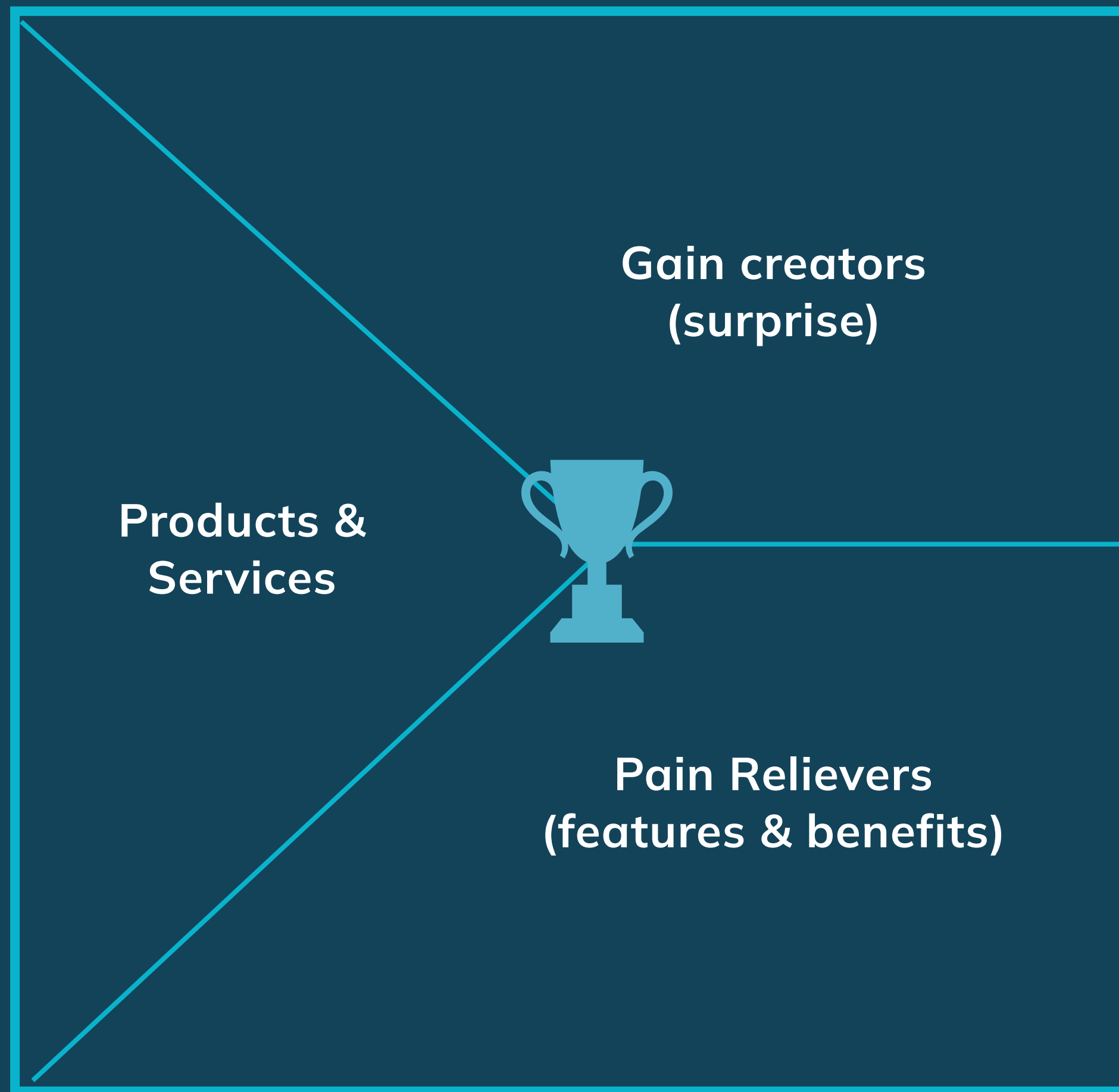


Insignificant

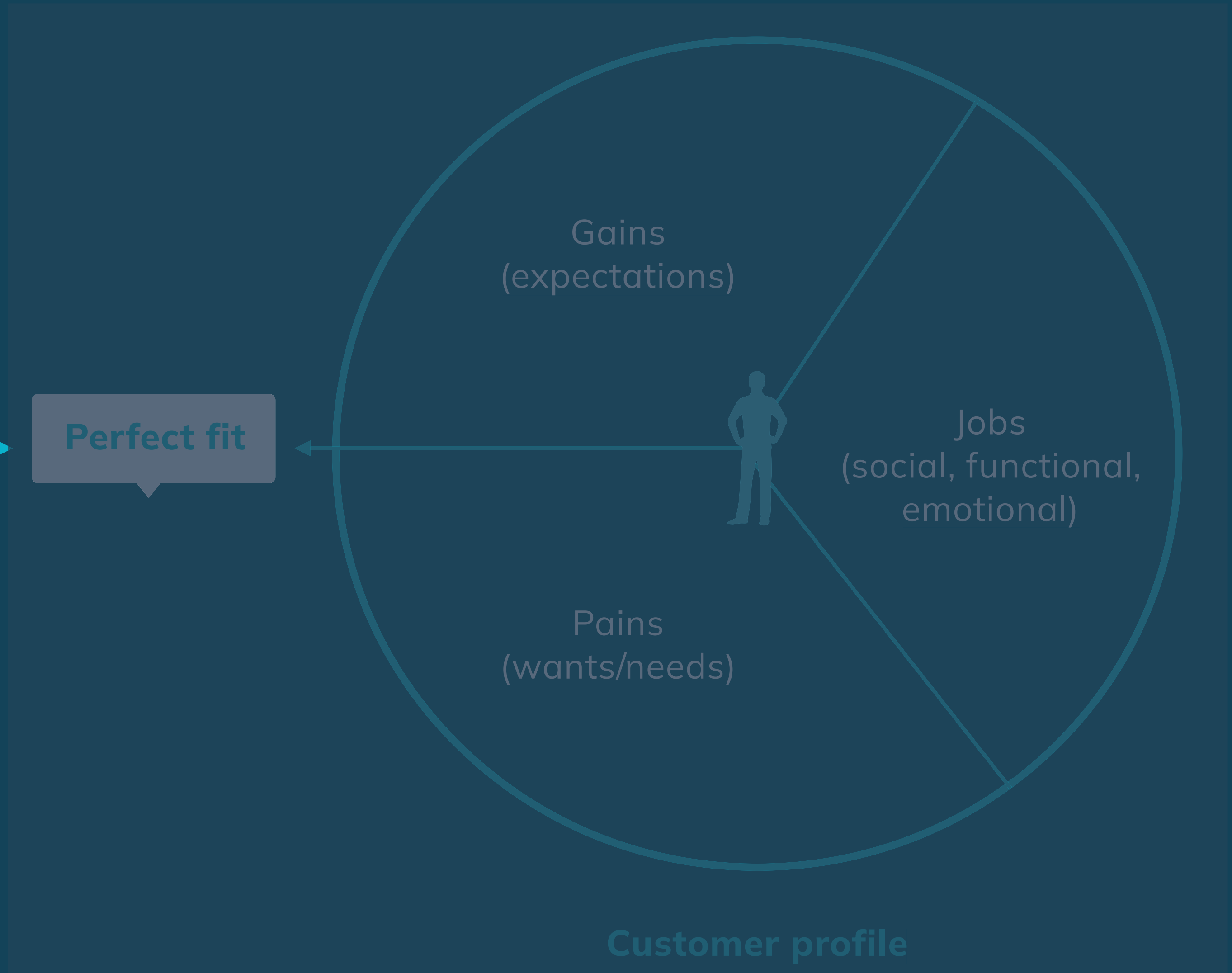
Moderate

Nice to have

# Value Proposition Canvas: Value Map



Value Map



Customer profile

# Products & Services

Naarika -  
Halvaatort  
5.00

Klipsetatud  
juustukook  
koormosiga  
4.20

Šokolaadi  
kirsitort  
4.50

Passion  
koorjuustukook  
5.50

Beseetort  
6.00

Maasika  
ricotta  
koviike  
4.50

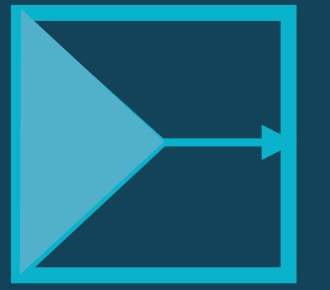
Meekook  
3.20

Rukkiki-kama  
koorjuustu  
dessert  
3.50

Banoffee  
dessert  
3.50

Rabarberi-  
purukook  
2.20

# Value Map: Products & Services



It's a list of what you offer to that customer segment. Imagine a shop window of everything they have to pick from. It helps them complete either functional, social & emotional jobs or even helps satisfy their basic needs.

Things might include:


**Physical/tangible** things like goods such as manufactured products

**Intangible** things like copyrights or after sales support

**Digital** things like online courses or subscriptions (Spotify)

**Financial** things like investment funds, insurance or financial support

Not all Products & Services have the same relevance. Some are just nice to have.

A young child with light-colored hair, wearing a white long-sleeved shirt, is shown from the side, aiming a bow. The child is focused on the target in the distance. The background is an outdoor archery range with several targets on a gravel path. The image has a soft, slightly blurred quality with a light blue tint.

# Pains Relievers (Benefits)

# Value Map: Pains Relievers (benefits)



Pain relievers describe how exactly your products and services alleviate specific customer pains.

They explicitly outline how you intend to eliminate or reduce some of the things that annoy your customers before, during, or after they are trying to complete a job or that prevent them from doing so.

# Value Map: Pains Relievers (benefits) (Q's)



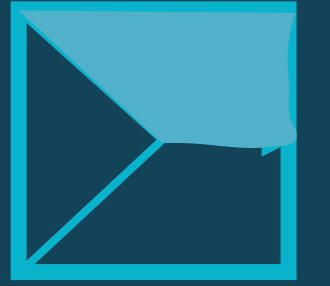
## Could your products and services...

- ... produce savings (time, money, or efforts)?
- ... make your customers feel better? By killing frustrations, annoyances, and other things that give customers a headache.
- ... fix under-performing solutions? By introducing new features, better performance, or quality.
- ... put an end to difficulties and challenges your customers encounter? By making things easier or eliminating obstacles.
- ... wipe out negative social consequences your customers encounter or fear? In terms of loss of face or lost power, trust, or status.
- ... eliminate risks your customers fear? In terms of financial, social, technical risks, or things that could potentially go wrong.
- ... help your customers better sleep at night? By addressing significant issues, diminishing concerns, or eliminating worries.
- ... limit or eradicate common mistakes customers make? By helping them use a solution the right way.



# Gain Creators (Surprise)

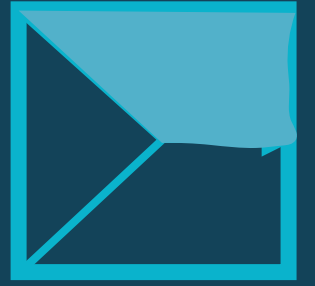
# Value Map: Gain Creators (surprise)



Gain Creators describe how your products and services create customer gains.

They explicitly outline how you intend to produce outcomes and benefits your customer expects, desires, or would be surprised by, including functional utility, social gains, positive emotions, and cost savings.

# Value Map: Gain Creators (surprise) (Q's)



## Could your products and services...

- ... create savings that please your customers? In terms of time, money, and effort.
- ... produce outcomes your customers expect or that exceed their expectations? By offering quality levels, more of something, or less of something.
- ... make your customers' work or life easier? Via better usability, accessibility, more services, or lower cost of ownership.
- ... create positive social consequences? By making them look good or producing an increase in power or status.
- ... do something specific that customers are looking for? In terms of good design, guarantees, or specific or more features.
- ... fulfil a desire customers dream about? By helping them achieve their aspirations or getting relief from a hardship?
- ... produce positive outcomes matching your customers' success and failure criteria? In terms of better performance or lower cost.
- ... help make adoption easier? Through lower cost, fewer investments, lower risk, better quality, improved performance, or better design.

# Value Map: Ranking



## Products & Services

How relevant are they to the customer

Essential



Nice to have

## Pain Relievers

How valuable are they to the customer

Essential



Nice to have

## Gain Creators

How relevant are they to the customer based on the benefits / outcomes

Essential

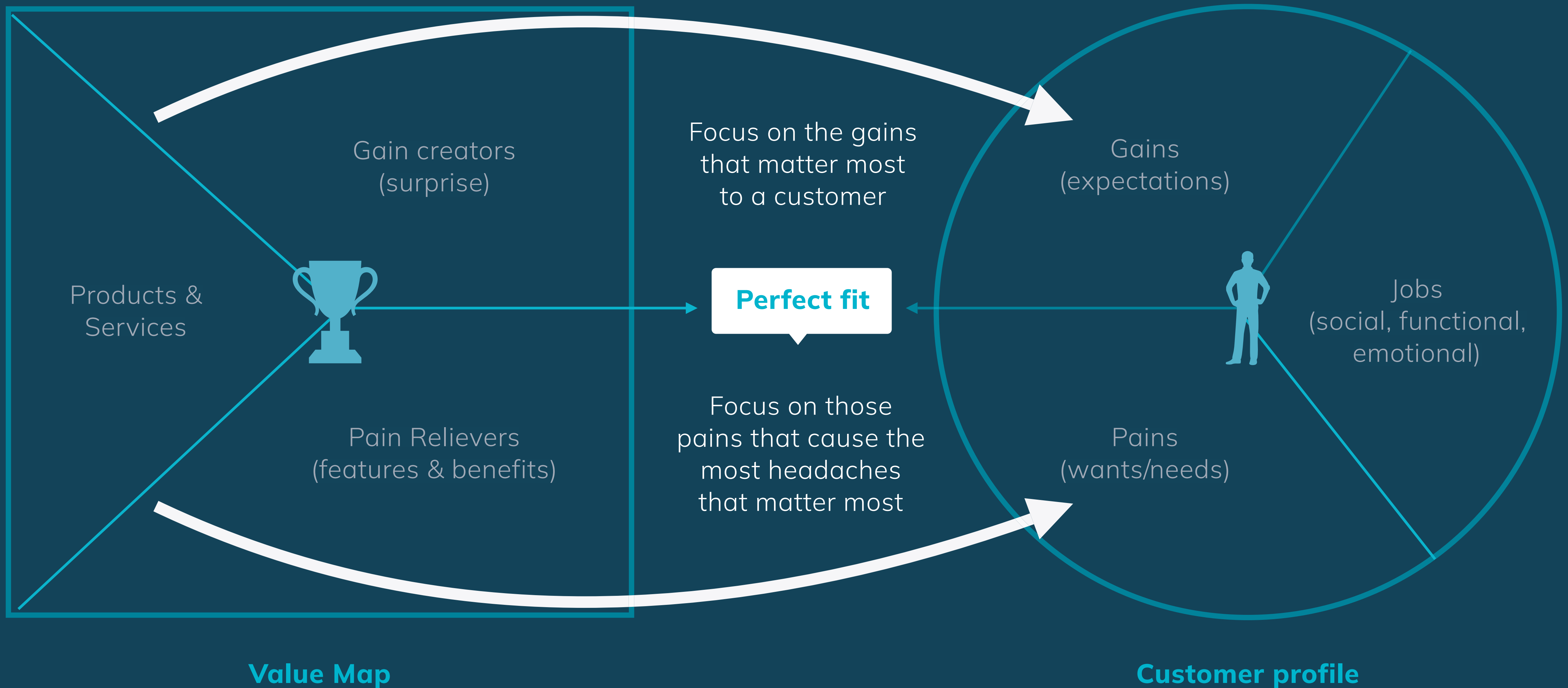


Nice to have

A photograph of a cup of coffee and a stack of pancakes. The coffee is in a white cup on a saucer, with a frothy top. The pancakes are stacked on a white plate, topped with whipped cream and a dusting of brown powder. A silver fork is on the plate. The background is a wooden table. The text "The perfect fit" is overlaid in white, bold, sans-serif font.

# The perfect fit

# Value Proposition Canvas: **Perfect Fit**



# Value Proposition: **Template Tester**

<b>Our</b>	_____	Products & Services
<b>help(s)</b>	_____	Customer Segment
<b>who want to</b>	_____	Jobs to be done
<b>by</b>	_____	Verb (e.g., reducing, avoiding)
	_____	And a customer pain
<b>and</b>	_____	Verb (e.g., increasing, enabling)
	_____	And a customer pain
<b>unlike</b>	_____	Competing value proposition

**Chris Dowdall**  
**Brand & Culture**  
**Partner**

[chrisdowdall.com](http://chrisdowdall.com)