

VALUE PROPOSITION CANVAS

DESIGN ICEBERG COMPANION / Record evidence and assumptions separately. Name the decision and date your version.

CUSTOMER JOBS

Claim, evidence reference and uncertainty:

PAINS

Claim, evidence reference and uncertainty:

GAINS

Claim, evidence reference and uncertainty:

PRODUCTS AND SERVICES

Claim, evidence reference and uncertainty:

PAIN RELIEVERS

Claim, evidence reference and uncertainty:

GAIN CREATORS

Claim, evidence reference and uncertainty:

Framework: Strategyzer. Original companion; official canvas linked in the article.

BELOW THE SURFACE

Review the interpretation before acting. Preserve the evidence, uncertainty and reasoning behind the next decision.

VALUE CLAIM

What benefit is proposed for which situation?

SUPPORTING EVIDENCE

Which accounts support the need?

NEW CUSTOMER WORK

What attention, coordination or disclosure is required?

ALTERNATIVE OFFER

How else could the same benefit be provided?

TEST & OBSERVATION

What would challenge the proposed fit?

DECISION / OWNER / REVIEW

Revise, investigate or proceed? Why?