Summary: Value Proposition Design

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Canvas

Profiling Customer based on their needs, things they like/hope, and things they don't like.

Customer Profile Map

Elaborating values of company's product or service, based on customer profile and product's (service's) original value.

Value Map

Connecting and fitting customer profile map and value map. This process also re-evaluate both map.

Fit

Making prototypes of possibilities, which might appear in the market, as a way to anticipate and improve product's (service's) values.

Prototyping Possibilities

Analyzing customers type of customers and their characteristics, in order to understand them better.

Understanding Customers

Design

Evaluating considerations and making the right choice. Final decision will be in form of a business model.

Making Choices and Finding the Right Business Model

Test

Profiling Customer based on their needs, things they like/hope, and things they don't like.

What to Test

Testing thoroughly final design, both theoretically and practically. Entrepreneurs need more literature to improve their final design.

Testing Step-by-step and Experiment Library

Combining final design with test result, to find holes within it and fix it.

Bringing It All Together

Making alignment between business model with stakeholders, both internal and external.

Create Alignment

Measuring and monitoring practical implementation, to make the result as expected and as best as it could.

Evolve

Measure & Monitor

Evolve previous business model by keep evaluating, analyzing, improving, and re-inventing it.

Improve and Re-invent