Value Proposition Design

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Konten : Canvas, Design, Test, & Evolve

Referensi : Alexander Osterwalder, Yves Pigneur, Greg Bernarda & Alan Smith (2014)

Value Proposition Design, John Wiley & Sons, Inc.

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Dosen Pembimbing : Agung Purnomo

Canvas

- Value Map
- Customer Profile
- Fit

Design

- Starting Point
- Making Choices
- Prototyping Possibilities
- Understanding Customers
- Finding The Right Business Model

Test

- What To Test
- Testing Step By Step
- Experiment Library
- Bring It All Together

Evolve

- Create Alignment
- Measure And Monitor
- Improve Relentlessly
- Reinvent Yourself Constantly