

The Value Proposition Canvas is a tool that helps you understand how well your product, service, or solution meets the needs of the people you're designing it for. It breaks down two key areas: the customer profile (what the users need, their pain points, and what they want) and the value map (how your solution addresses those needs, relieves pain points, and delivers value).

What is the product, service, or solution your are working on and who is it for, i.e. who is the user or customer?

Who are the people (e.g. patients, family members, users or customers, staff members etc.) who are affected by the problem, or who need the solution, product or service? Whose perspective you need to understand in order to create solutions in your project?

What jobs or tasks do the customers need to accomplish while using the service, product or other solution?

What are the key tasks that the people whose perspective you want to reflect want to complete when they are using the product or service your project relates to (e.g. reserving an appointment for something, receiving treatment, getting something done faster (thanks to an app), etc.)?

What are the customers' pain points, problems, expectations and wishes in relation to the service, product or other solution?

What are the specific challenges, struggles and problems customers face (e.g., complex procedures, high costs, difficulty in accessing the service, burnout, poor coordination, inefficiency, difficult interfaces, etc.)? What makes these problematic and frustrating? What do the people want from their experience (e.g. quicker service, personalized service, more transparent communication, easier operation, better performance, cost savings)? What would make the service, product, or other solution ideal for their needs?

How does the current solution address the customers' problems and wishes? How we could improve it so that it addresses the needs even better?

What gaps exist between the solution and the customer's or user's needs? What improvements could we make in the solution, service or product in order to make it more valuable to customers or users?

Based on our value proposition canvas, what should we do next and who should do what? Why?

Who does what in our group in order to continue our project in such a way that we include our learnings from the value proposition canvas? What do we now know that we didn't know before? What do we still not know and how could we fill that knowledge gap? What should we do next?