Value Proposition Canvas

Value Proposition Canvas - TEMPLATE
Context & Background
Problem Magnitude in volumes and £
Target Audience & Jobs To Be Done
Key Needs & Pain Points Primary Needs: Primary Pain points:
Value Proposition Statements {Product X} helps {primary users} to (Primary jobs to be done) by reducing (Key pains), and by delivering (Key gains) {Product X} helps {Secondary users} to (Primary jobs to be done) by minimising the (Key pains) and by (Key gains)
Vision Statement
Scope & Priorities
Approach
Strategic Objectives / Measurable Outcomes

Delivery Channel	**Metrics**
Opportunity	**Landscape / Competitors**
Assumptions & Unknowns	
Cost	

Revision #3
Created 21 September 2023 10:58:22 by James Hall
Updated 21 September 2023 22:24:16 by James Hall