Value Proposition Canvas

❓What is it

- A value proposition framework is a structured approach to defining and communicating the unique value that a product or service offers to its target users.
- The framework is designed to offer a complete, holistic view of each of the key components that enable a valuable outcome to be achieved.

👥Who

- The framework is long lived, employed during both the Discovery and Validation phase across a multi disciplinary team to capture and refine each of the framework components

🏃 Running the technique

- The product lead populates the initial version of the value proposition canvas during Discovery.
- Start with the Vision Statement, Needs and Pain Points(one per primary target user group), and key Assumptions
- As Discovery progresses, the next sections to address are the Opportunity, Value Proposition Statement and Strategic Objective Fit
- As Discovery ends there should be sufficient understanding to complete the Approach, Metrics and Costs section
- Each of these components should be further refined during the Validation phase and provide the key input into a formal business case

📚Authoritative source

- (URL housing the Value Proposition Framework template)