TEMPLATE 11 · INNOVATION

Value Proposition Canvas

Design products and services around what customers are trying to get done, what frustrates them and what they hope for.

InflexionIQ

Most new offers fail not because they can't be built, but because nobody wanted them badly enough.

The canvas has two sides. The **customer profile** (circle) describes a segment. The **value map** (square) describes your offer. You have **fit** when the offer relieves the pains and creates the gains that matter most.

HOW TO USE IT

01 **Start with the customer,** one segment per canvas. Fill the circle from research, not assumptions.

02 **Rank** jobs, pains and gains by importance (page 3).

03 **Design the value map** to address the top-ranked items, not all of them.

04 **Test the fit** with real customers using the Assumption & Experiment Board (template 13).

01 Customer jobs

What they're trying to get done: functional, social and emotional tasks.

02 Pains

What annoys them, gets in the way, or creates risk before, during and after the job.

03 Gains

The outcomes and benefits they want, including ones that would delight them.

04 Products & services

What you offer that helps them get the job done.

05 Pain relievers

How the offer removes or reduces specific pains.

06 Gain creators

How the offer produces specific gains.

SIGNS OF A GOOD PROFILE

- Pains and gains are specific and measurable: “waits more than 10 minutes”, not “slow”.
- It includes social and emotional jobs, not just functional ones.
- It came from talking to customers, not from a workshop alone.

SIGNS OF A WEAK FIT

- The value map lists features with no link to a pain or gain.
- Every pain is addressed, so nothing is prioritised.
- The customer side reads like a description of your product.

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VALUE MAP · OUR OFFER

Products & services
What we offer

Gain creators
How we create the gains they want

Pain relievers
How we ease their pains

FIT

CUSTOMER PROFILE · ONE SEGMENT

Gains
Outcomes and benefits they want

Customer jobs
What they're trying to get done

Pains
Frustrations, obstacles and risks

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Ranking and fit

OFFER

CUSTOMER SEGMENT

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Jobs

Fit: ✓ strong · ~ partial · × none

CUSTOMER JOB	IMPORTANCE	HOW OUR OFFER ADDRESSES IT	FIT
	1–5		
	1–5		
	1–5		
	1–5		
	1–5		

Pains

PAIN	IMPORTANCE	HOW OUR OFFER ADDRESSES IT	FIT
	1–5		
	1–5		
	1–5		
	1–5		
	1–5		

Gains

GAIN	IMPORTANCE	HOW OUR OFFER ADDRESSES IT	FIT
	1–5		
	1–5		
	1–5		
	1–5		
	1–5		

Strongest fit

Where the offer clearly addresses a top-ranked job, pain or gain.

Biggest gaps

Important needs the offer doesn't address yet.

Riskiest assumptions to test

Carry these to the Assumption & Experiment Board.

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