



Problem-Solution Fit

ENTREPRENEURSHIP 4 ENGINEERS

FACILITATOR GUIDE

Sub-Module 1.3

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Introduction

Welcome to the activities of Module 1.3 – Problem-Solution Fit.

As an aspiring entrepreneur, you have reached the stage where you know your target audience and the product or service to develop. The Value Proposition will help you make sure that you communicate the right value and benefits to address the Customers needs and desires.

This workbook will guide you profiling the customer, identifying the benefits and capabilities for the products and services to propose and aid you in communicate them clearly.

Module Overview

Pre-requisites

- An idea of a product or service
- An opportunity identified

Recommended materials

Book

- Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. and Papadakos, T. (2014) Value Proposition Canvas. Wiley, Hoboken.
- Osterwalder, A. and Pigneur, Y. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley, New Jersey.
- Moore, G. A. (1991). Crossing the Chasm: Marketing and Selling High-Tech Goods to Mainstream Customers. New York: Harper Business.

Video

- <https://www.youtube.com/watch?v=ReM1uqmVfP0>

Website

- <https://www.strategyzer.com/library/the-value-proposition-canvas>

Activity Instructions

Before the activity

- Check you fulfil the pre-requisites.
- Watch the sub-module videos.
- Verify you have the information for executing the activity.

During the activity

- Read the example provided.
- Make sure to take the comments and suggestions into account.
- Follow the sequence in a first pass.
- Iterate to make sure there is a logical sequence of activities in the roadmap.

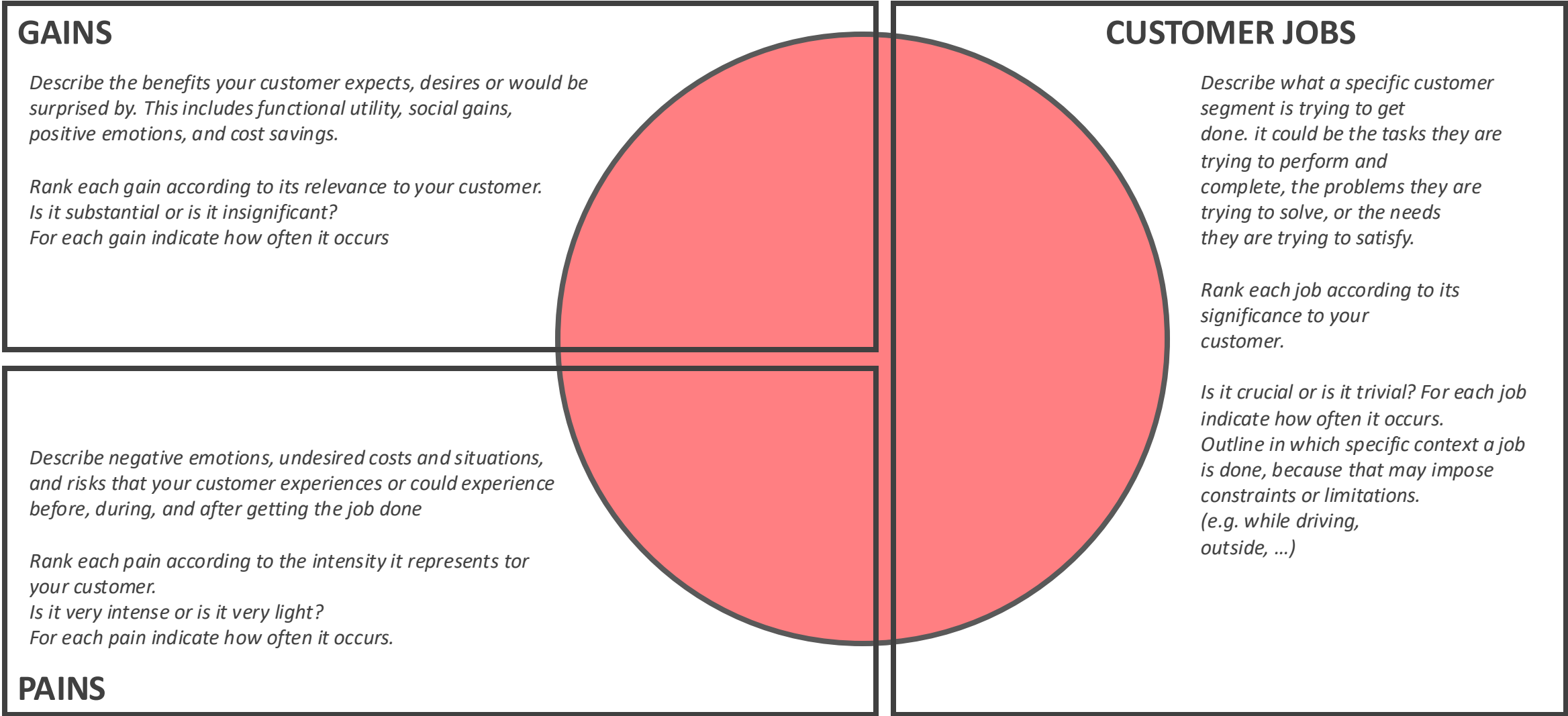
After the activity

- Do the self-assessment.
- Review the materials and make sure you were thorough.
- Identify improvement items or needs for additional information.
- Iterate until the results are satisfactory.
- Review and update regularly.

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ACTIVITY TOOLS INSTRUCTIONS

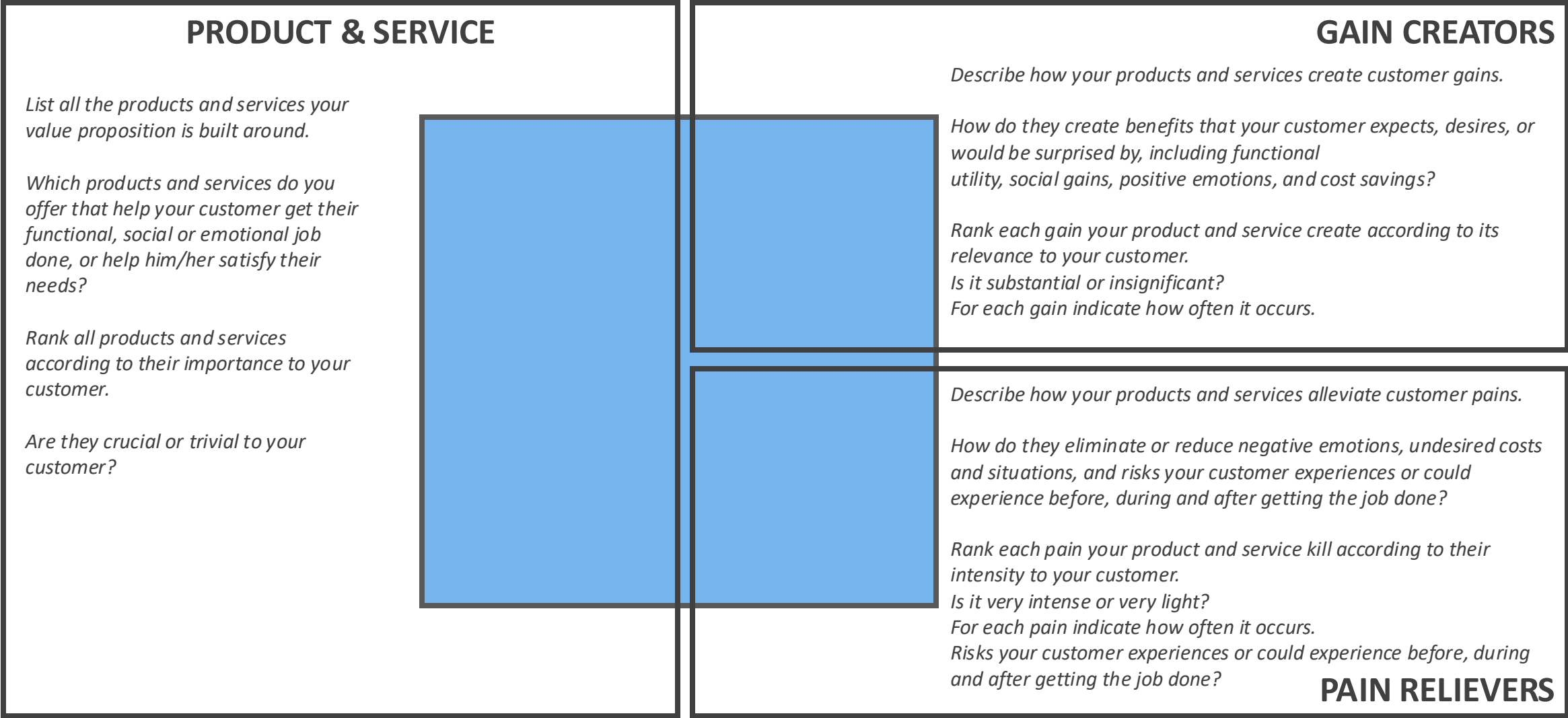
Value Proposition Canvas – Customer Profile



Source(s):

1. [\[Adapted\] https://www.strategyzer.com/library/the-value-proposition-canvas](https://www.strategyzer.com/library/the-value-proposition-canvas)

Value Proposition Canvas – Customer Profile



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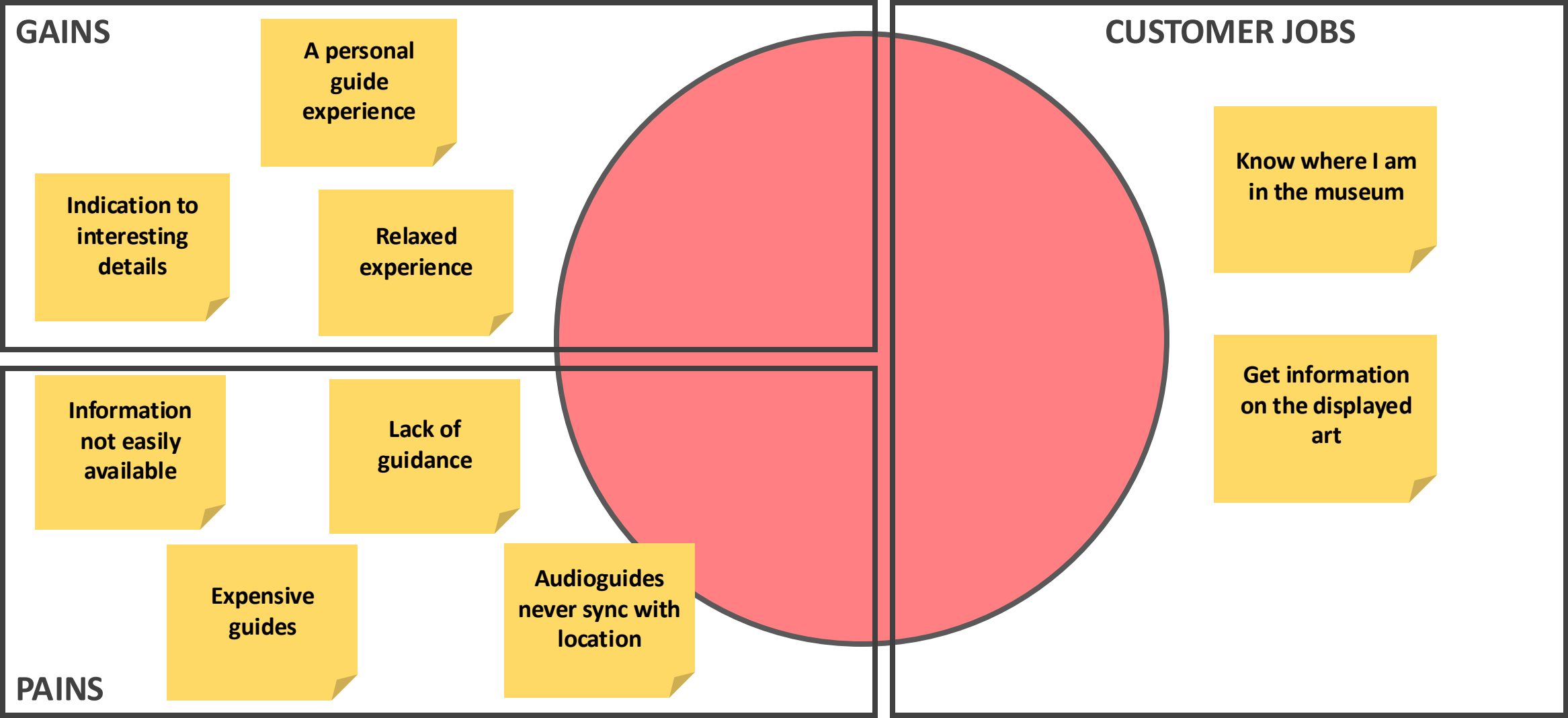
Pitch your Value Proposition

For	<i>target customer(s)</i>	<i>Indicate the target segment you aim to address. Try to be specific and clear.</i>
who	<i>quantified statement of the problem or the customer dissatisfaction with the current alternative</i>	<i>Describe the problem and/or need behind the customer's dissatisfaction with their current solution/situation. Try to quantify the magnitude of the pain (e.g.: financial losses, time expended, number of deaths, etc)</i>
Our product	<i>product name</i>	<i>Give a name to your product/service.</i>
is a	<i>product category</i>	<i>Classify your product/service according to what it does. Use industry-relevant terminology whenever possible/relevant. This serves to help the listener frame the concept.</i>
that provides	<i>key problem-solving capability</i>	<i>Indicate the features and capabilities of the product service that evidence its performance and relevance. Highlight the most critical features to solve the issue raised by the customer.</i>
Unlike	<i>the product competitors and alternatives</i>	<i>Identify the main alternative solutions to the problem/need identified above.</i>
our product	<i>describe the key product features and benefits providing differentiation figures (quantitative if possible)</i>	<i>Indicate your product/service's features or benefits that address the problem/needs stated at the beginning and which have superior performance and advantages to the alternative solutions identified above. Try to be quantitative in the comparison whenever possible for added impact and credibility.</i>

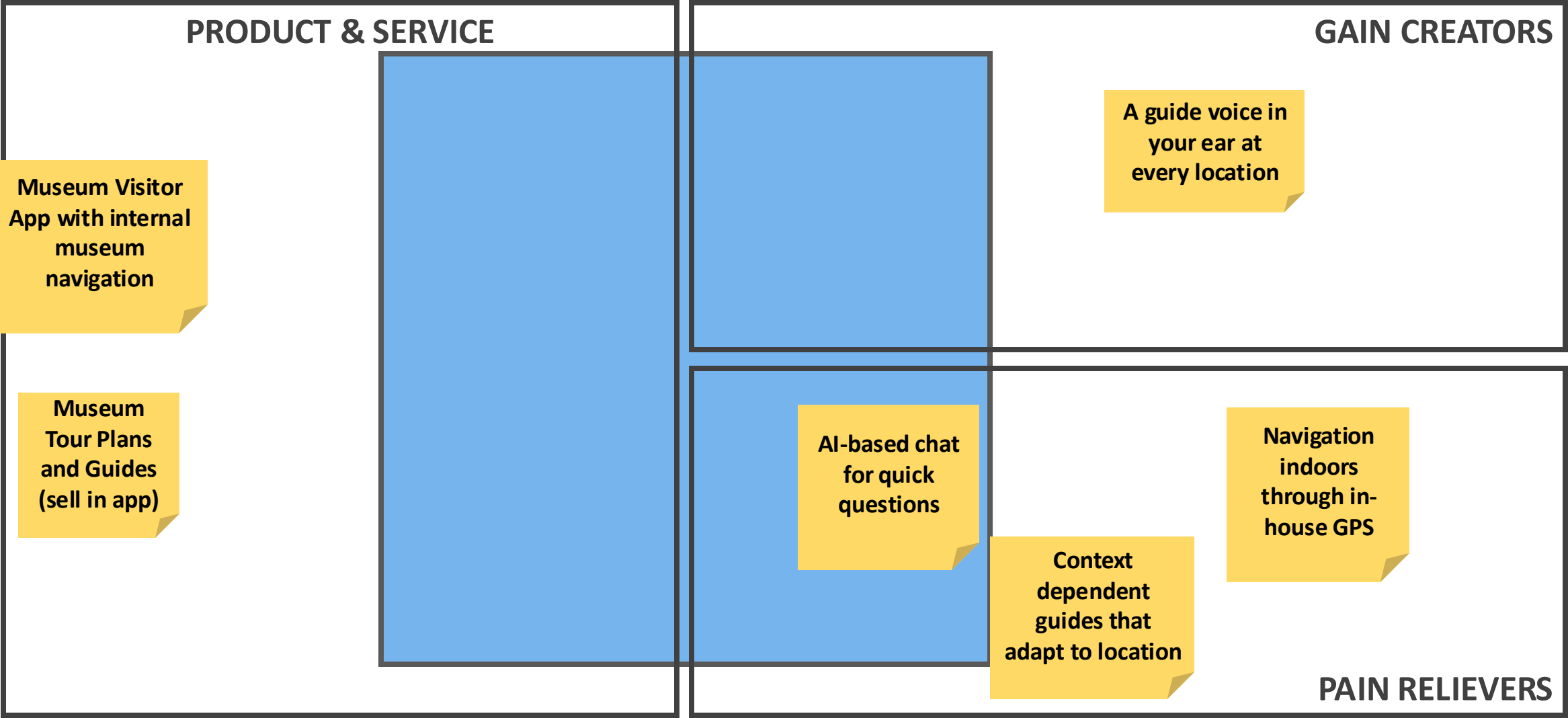
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ACTIVITY EXAMPLE

Value Proposition Canvas – Customer Profile



Value Proposition Canvas – Customer Profile



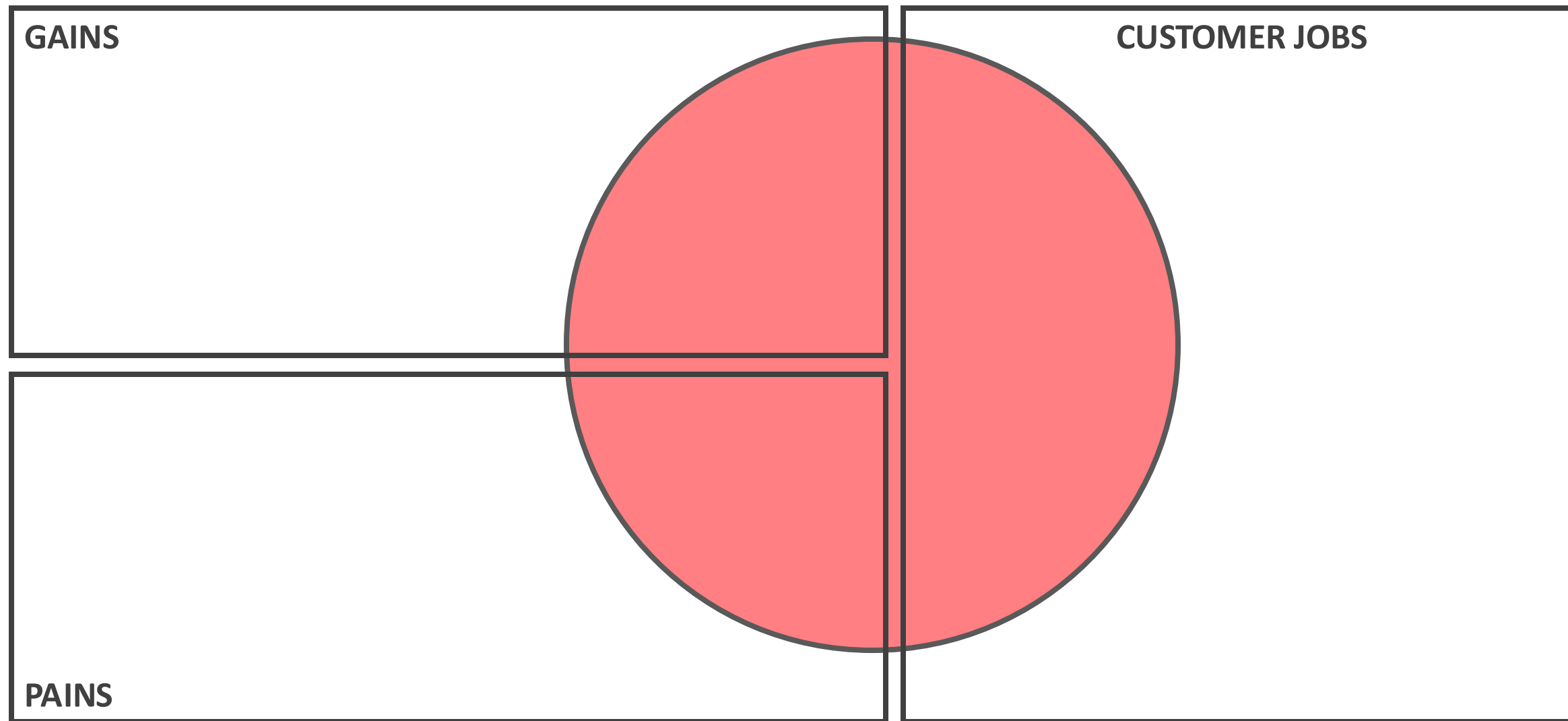
Pitch your Value Proposition

For	<i>target customer(s)</i>	<i>For museums, galleries and exhibitions spaces</i>
who	<i>quantified statement of the problem or the customer dissatisfaction with the current alternative</i>	<i>Who possess a vast collection of exhibited pieces with relevant information and details associated that require guided assistance to fully appreciate but suffer from a high number of annual visitors making guided tours a challenge.</i>
Our product	<i>product name</i>	<i>Our product, MuseumOracle</i>
is a	<i>product category</i>	<i>is a digital application for mobile devices</i>
that provides	<i>key problem-solving capability</i>	<i>that provides accurate sound-based indoor navigation enabling users easy access to detailed and context-relevant information on exhibited pieces.</i>
Unlike	<i>the product competitors and alternatives</i>	<i>Unlike brochures, maps, audioguides and human guides</i>
our product	<i>describe the key product features and benefits providing differentiation figures (quantitative if possible)</i>	<i>our product is a low-cost, always-available guide solution that fits in your mobile device and provides contextual content, responds to questions and accurately guides you through space and exhibitions.</i>

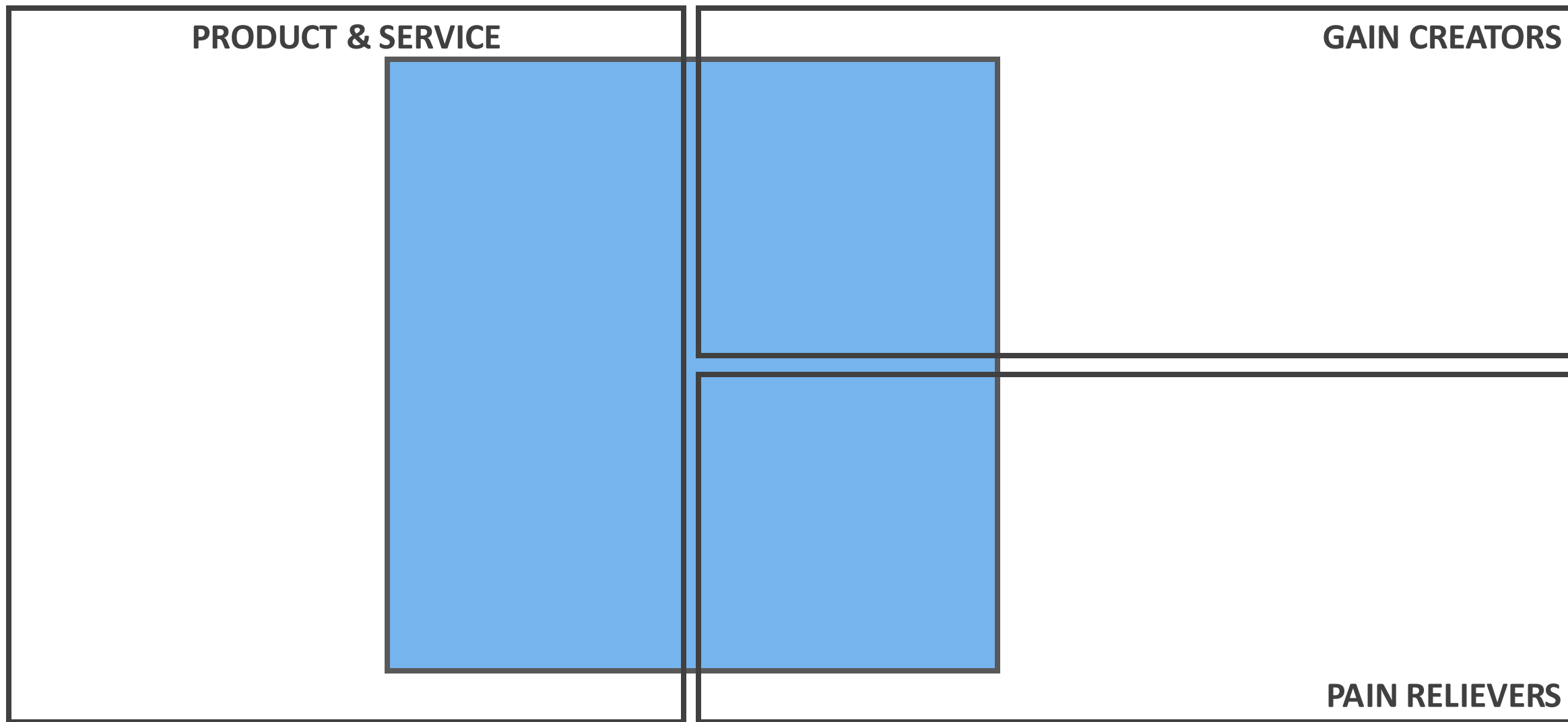
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ACTIVITY TEMPLATES

Value Proposition Canvas – Customer Profile



Value Proposition Canvas – Customer Profile



Pitch your Value Proposition

For	<i>target customer(s)</i>	
who	<i>quantified statement of the problem or the customer dissatisfaction with the current alternative</i>	
Our product	<i>product name</i>	
is a	<i>product category</i>	
that provides	<i>key problem-solving capability</i>	
Unlike	<i>the product competitors and alternatives</i>	
our product	<i>describe the key product features and benefits providing differentiation figures (quantitative if possible)</i>	

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ACTIVITY SELF-ASSESSMENT

Self-Assessment

Scoring Guide:

1 – Strongly disagree; 4 – Neutral; 7 – Strongly agree

Questions	Scoring						
	1	2	3	4	5	6	7
Read carefully the questions. Your answers are your own guidance for future development and improvement.							
1. I completely understand the need to align the product features and benefits to the customer's jobs and needs.							
2. It is clear and logical to me the necessity to understand the customers and the jobs they want to have done and the pains and gains expected to be addressed by a solution helping in the job.							
3. I understand the steps needed to build the Customer Profile.							
4. I comprehend the need for iteration, review and update of the Value Map.							
5. I know how to use the Value Proposition canvas.							
6. I have used the recommended tool successfully.							
7. I understand the Moore’s VP Pitch structure and how to use it to communicate the							
8. I have successfully converted the insights							
9. I gain relevant insights into my development journey by using the roadmap.							

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FACILITATOR GUIDANCE

Facilitator Guidance - Overview

Before the activity

- Review all the materials of the sub-module.
- Check previous modules to understand the implications.
- Warn the participants to prepare before the session.

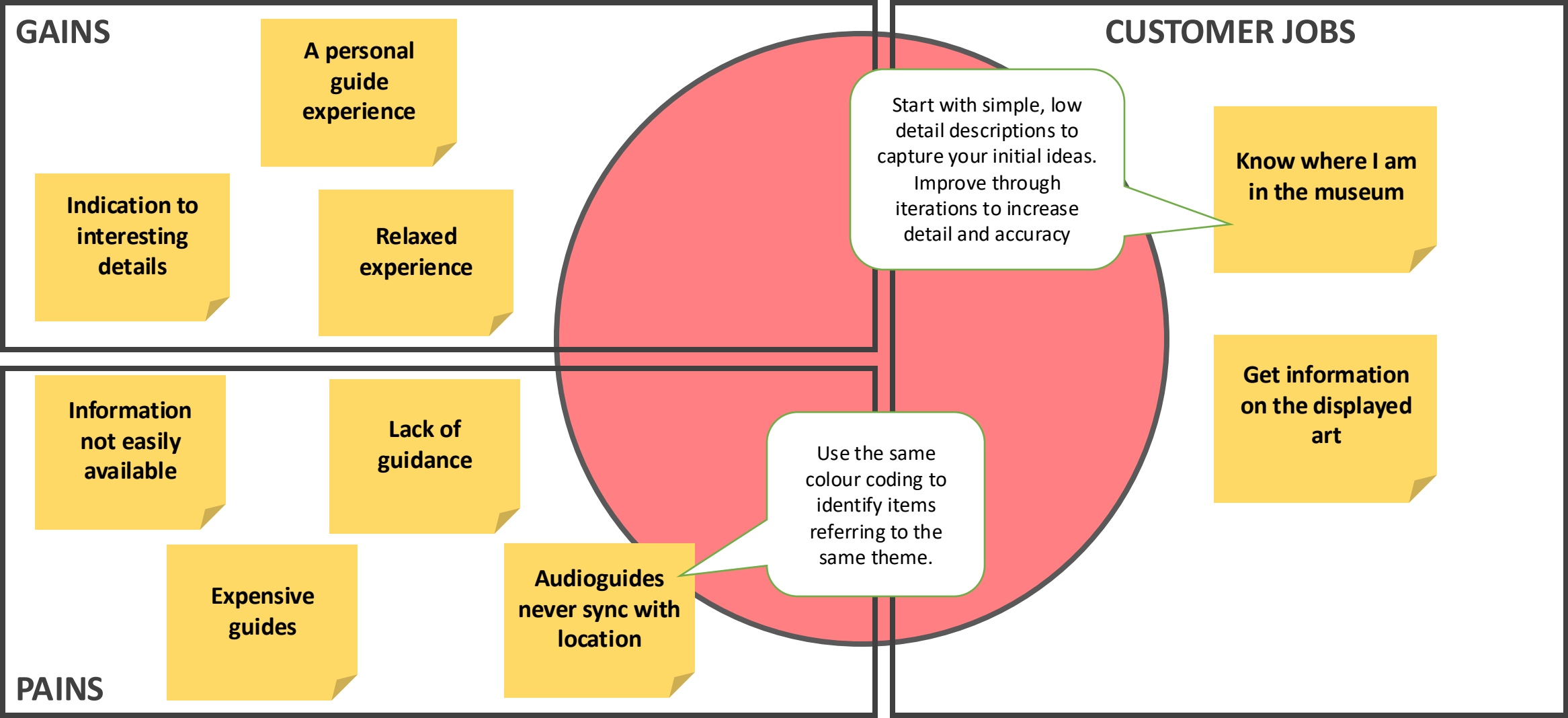
During the activity

- Review the materials with the participants.
- Remind the sequence of steps to take by the participants.
- Help participants by discussing assumptions.
- Check work and give feedback.

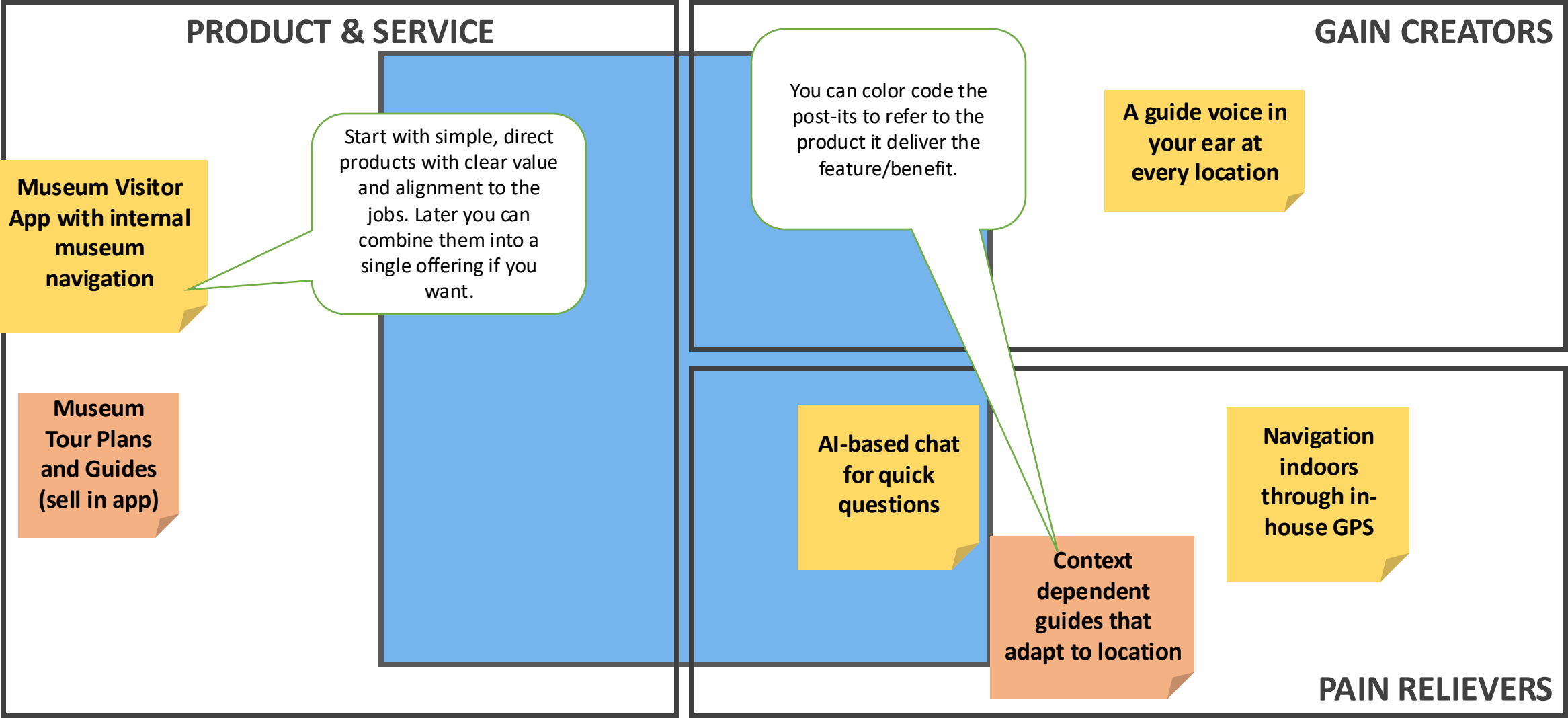
After the activity

- Remind participants to use the self-assessment to guide their development in this activity and its tools.
- Check with participants if they could do the first iteration without major issues.

Value Proposition Canvas – Customer Profile



Value Proposition Canvas – Customer Profile



Pitch your Value Proposition

For	<i>target customer(s)</i>	<i>For museums, galleries and exhibitions spaces</i>	Start with a descriptive approach. Later try to get a more quantitative statement
who	<i>quantified statement of the problem or the customer dissatisfaction with the current alternative</i>	<i>Who possess a vast collection of exhibited pieces with relevant information and details associated that require guided assistance to fully appreciate but suffer from a high number of annual visitors making guided tours a challenge.</i>	
Our product	<i>product name</i>	<i>Our product, MuseumOracle</i>	Use a placeholder if you don't have a name yet. It isn't critical at the start.
is a	<i>product category</i>	<i>is a digital application for mobile devices</i>	Try to frame the product category as best you can. Later search for the industry terminology or more common description
that provides	<i>key problem-solving capability</i>	<i>that provides accurate sound-based indoor navigation enabling users easy access to detailed and context-relevant information on exhibited pieces.</i>	
Unlike	<i>the product competitors and alternatives</i>	<i>Unlike brochures, maps, audioguides and human guides</i>	Don't need to put every alternative. Focus on the most relevant
our product	<i>describe the key product features and benefits providing differentiation figures (quantitative if possible)</i>	<i>our product is a low-cost, always-available guide solution that fits in your mobile device and provides contextual content, responds to questions and accurately guides you through space and exhibitions.</i>	

Funded by the European Union.

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