



Problem-Solution Fit

ENTREPRENEURSHIP 4 ENGINEERS

Workbook

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

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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

During the activity

- Check you fulfil the prerequisites.
- Watch the sub-module videos.
- Verify you have the information for executing 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.





ACTIVITY TOOLS INSTRUCTIONS







GAINS

Describe the benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

Rank each gain according to its relevance to your customer. Is it substantial or is it insignificant? For each gain indicate how often it occurs

Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done

Rank each pain according to the intensity it represents tor your customer.

Is it very intense or is it very light?

For each pain indicate how often it occurs.

PAINS

Source(s):

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





CUSTOMER JOBS

Describe what a specific customer segment is trying to get done. it could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

Rank each job according to its significance to your customer.

Is it crucial or is it trivial? For each job indicate how often it occurs. Outline in which specific context a job is done, because that may impose constraints or limitations. (e.g. while driving, outside, ...)



PRODUCT & SERVICE	GAIN CREATORS
List all the products and services your value proposition is built around. Which products and services do you offer that help your customer get their functional, social or emotional job done, or help him/her satisfy their needs? Rank all products and services according to their importance to your customer. Are they crucial or trivial to your customer?	Describe how your products and services create customer gains. How do they create benefits that your customer expects, desires, or would be surprised by, including functional utility, social gains, positive emotions, and cost savings? Rank each gain your product and service create according to its relevance to your customer. Is it substantial or insignificant? For each gain indicate how often it occurs. Describe how your products and services alleviate customer pains. How do they eliminate or reduce negative emotions, undesired costs and situations, and risks your customer experiences or could experience before, during and after getting the job done? Rank each pain your product and service kill according to their
	intensity to your customer. Is it very intense or very light? For each pain indicate how often it occurs. Risks your customer experiences or could experience before, during
	and after getting the job done? PAIN RELIEVERS

Source(s):

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







Pitch your Value Proposition

For	target customer(s)	Indicate the target segment you aim to address. Try to be specific and clear.				
who	quantified statement of the problem or the customer dissatisfaction with the current alternative	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)				
Our product	product name	Give a name to your product/service.				
is a	product category	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.				
that provides	key problem-solving capability	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.				
Unlike	the product competitors and alternatives	Identify the main alternative solutions to the problem/need identified above.				
our product	describe the key product features and benefits providing differentiation figures (quantitative if possible)	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.				



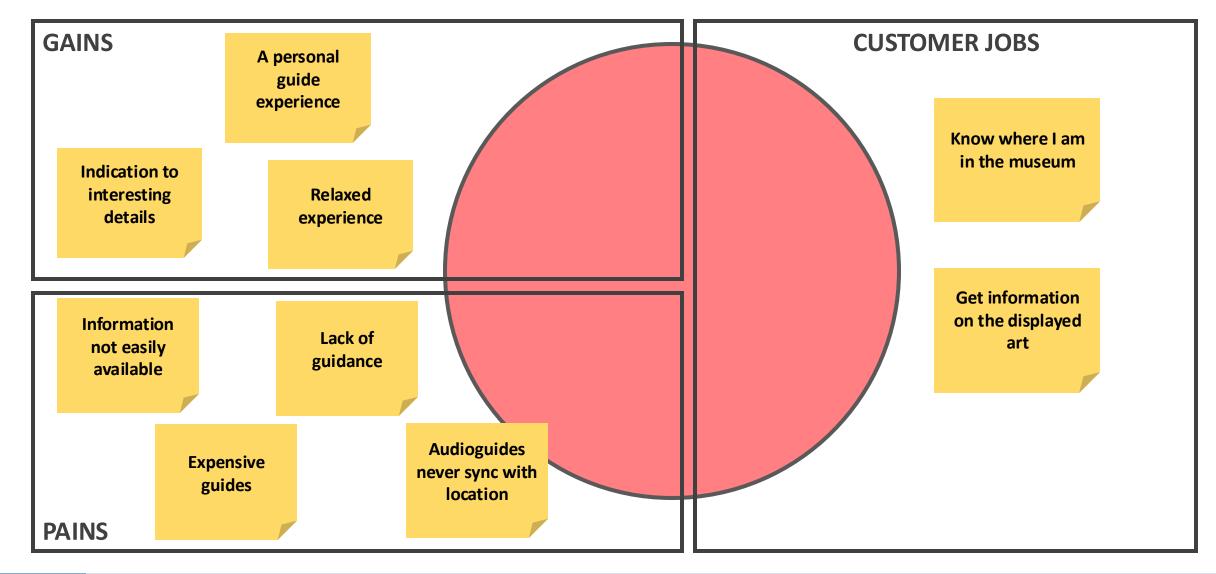


ACTIVITY EXAMPLE



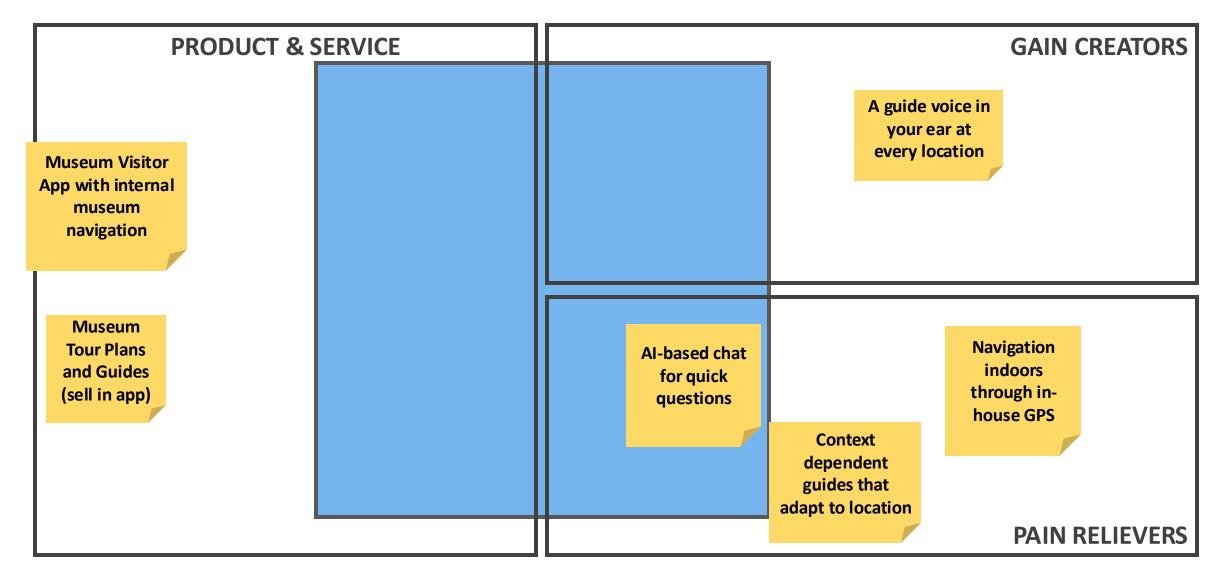




















Pitch your Value Proposition

For	target customer(s)	For museums, galleries and exhibitions spaces			
who	quantified statement of the problem or the customer dissatisfaction with the current alternative	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.			
Our product	product name	Our product, MuseumOracle			
is a	product category	is a digital application for mobile devices			
that provides	key problem-solving capability	that provides accurate sound-based indoor navigation enabling users easy access detailed and context-relevant information on exhibited pieces.			
Unlike	the product competitors and alternatives	Unlike brochures, maps, audioguides and human guides			
our product	describe the key product features and benefits providing differentiation figures (quantitative if possible)	s 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 gui you through space and exhibitions.			



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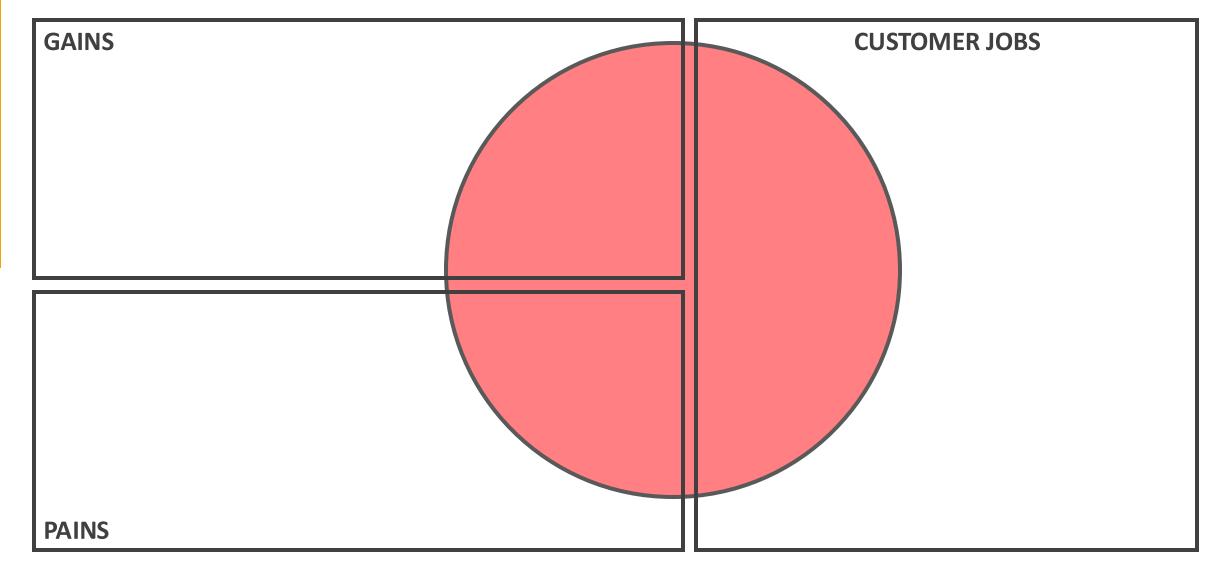


ACTIVITY TEMPLATES













PRODUCT & SERVICE	GAIN CREATORS
	PAIN RELIEVERS







Pitch your Value Proposition

For	target customer(s)	
who	quantified statement of the problem or the customer dissatisfaction with the current alternative	
Our product	product name	
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Unlike	the product competitors and alternatives	
our product	describe the key product features and benefits providing differentiation figures (quantitative if possible)	





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ACTIVITY SELF-ASSESSMENT





Self-Assessment

Scoring Guide:

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

Questions		Scoring						
Read carefully the questions. Your answers are your own guidance for future development and improvement.	1	2	3	4	5	6	7	
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.

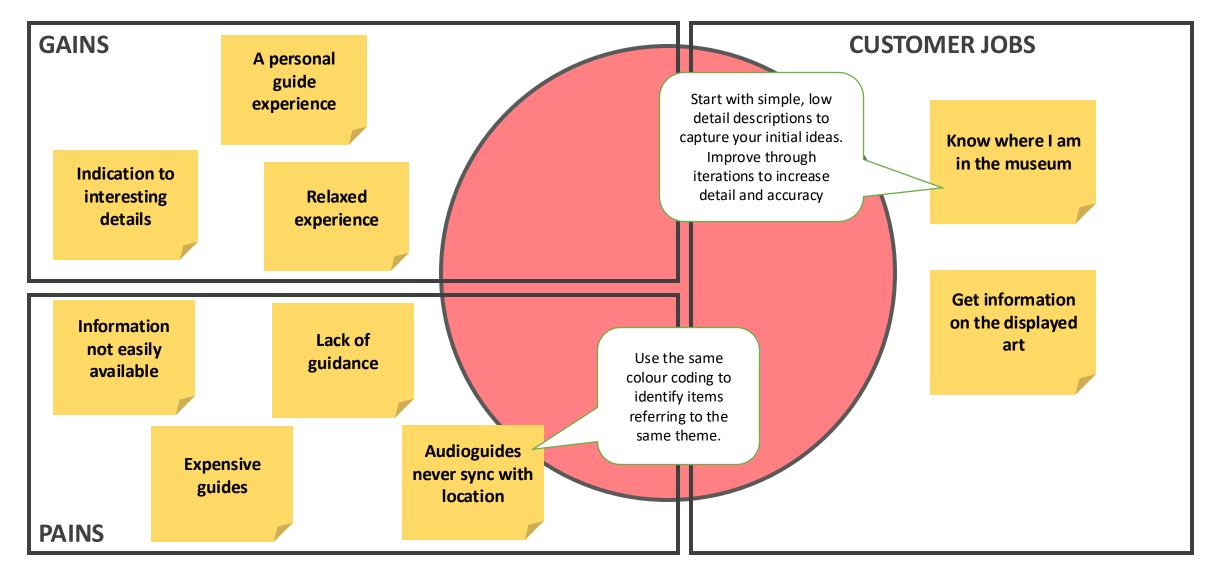
After the activity

- 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.



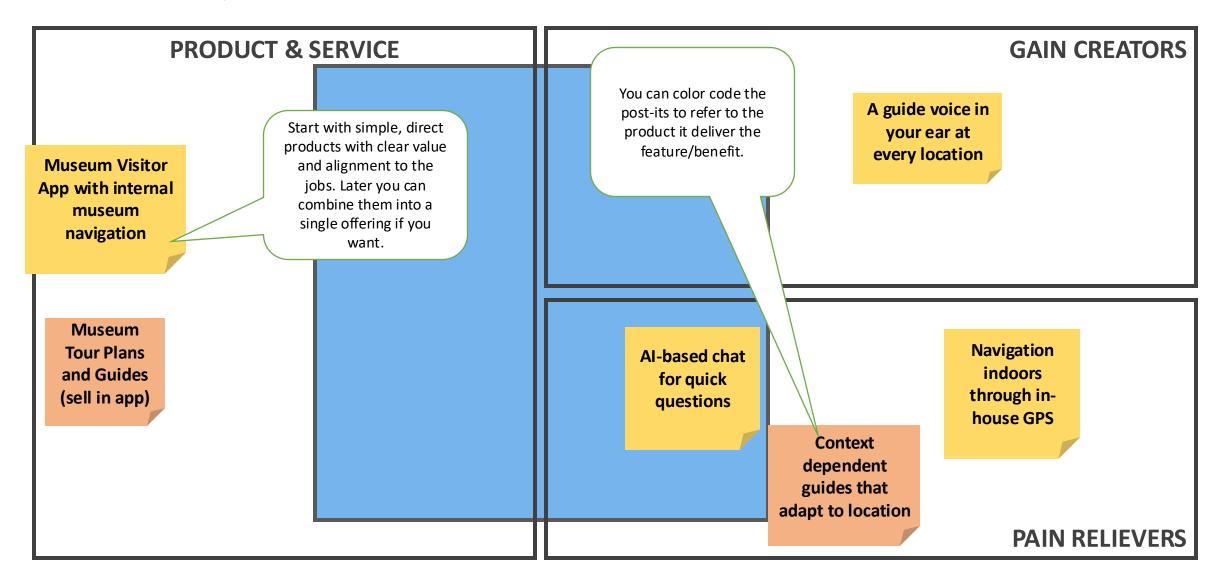
















Pitch your Value Proposition

Start with a descriptive approach. Later try to get a more quantitative statement



		Later try to get a
For	target customer(s)	For museums, galleries and exhibitions spaces more quantitative statement
who	quantified statement of the problem or the customer dissatisfaction with the current alternative	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.
Our product	product name	Our product, MuseumOracle Use a placeholder if you don't have a name yet. It isn't critical at the start. Try to frame the product category as best you can.
is a	product category	<i>is a digital application for mobile devices</i> Later search for the industry terminology or more common description
that provides	key problem-solving capability	that provides accurate sound-based indoor navigation enabling users easy access to detailed and context-relevant information on exhibited pieces.
Unlike	the product competitors and alternatives	Unlike brochures, maps, audioguides and human guides Focus on the most relevant
our product	describe the key product features and benefits providing differentiation figures (quantitative if possible)	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.







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