



ENGINEERS 4 EUROPE



# Test the Value Proposition

**ENTREPRENEURSHIP 4 ENGINEERS**

**Workbook**

Sub-Module 2.3

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Co-funded by  
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# Instructions | Before Class

## Watching the Modulo Video

## Download the Tools:

**Value Proposition Canvas:** <https://www.strategyzer.com/library/the-value-proposition-canvas>

**Value proposition Statement:** <https://www.ideou.com/blogs/inspiration/how-to-test-value-propositions-like-a-business-designer>

**Test card:** <https://www.strategyzer.com/library/validate-your-ideas-with-the-test-card>

**The UNITE Problem Solution fit Scorecard ( Stage2) :** <https://digitalleadership.com/unite/business-model-canvas/>

## Book:

Dieffenbacher, S. F., Hüttinger, C., Zaninelli, S. M., Lines, D., & Rein, A. (2024). How to Create Innovation: The Ultimate Guide to Proven Strategies and Business Models to Drive Innovation and Digital Transformation. John Wiley & Sons.

# Test the Value Proposition Exercise | Overview

Participants will work individually or in groups using customer feedback to define, test, and refine the value propositions.

This exercise will guide them through creating a value proposition canvas, conducting customer interviews, and analyzing the results to improve their value propositions.

# Test the Value Proposition Exercise | Before Class

**Step 1:** Select a product or service to focus on. This can be a real product or a hypothetical one for the exercise.

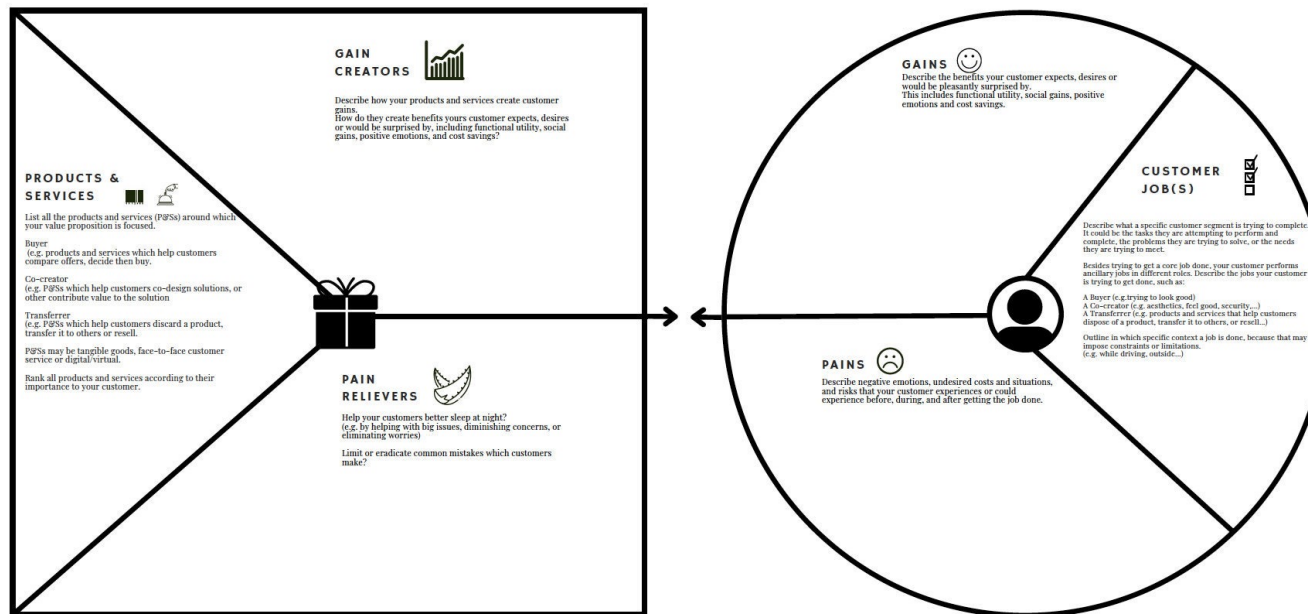
**Step2:** Prototype the Value Proposition Canvas

**Step 3:** Formulate a simple version of the Value Proposition Statement. Use the IDEO template.

Source: <https://www.strategyzer.com>

# Test the Value Proposition Exercise | Before Class

## VALUE PROPOSITION CANVAS



Source: <https://www.strategyzer.com>

### Customer Segment:

- Define the target customer segment.

### Customer Jobs:

- Identify what tasks the customer is trying to complete.

### Pains:

- List the pain points or challenges the customer faces.

### Gains:

- Describe the benefits or outcomes the customer wants.

### Products and Services:

- Outline the products or services offered.

### Pain Relievers:

- Explain how the product/service alleviates customer pains.

### Gain Creators:

- Illustrate how the product/service creates customer gains.

# Test the Value Proposition Exercise | Before Class

For **[target user]**, who **[user need]**,  
**[name of concept]**  
solves/provides/helps **[benefit]**.

Source: <https://www.ideou.com/blogs/inspiration/how-to-test-value-propositions-like-a-business-designer>

# Test the Value Proposition Exercise | In Class

## Step 1: Design the Experiment

1. Name the test
2. Assign the test to one person
3. Define the duration and deadline
4. State your assumption
5. Type of Experiment: Consider interviews for your first experiment
6. Define the data you are going to measure
7. Define your target to validate or invalidate the assumption

### The Test Card

Test name:	Duration:
Assigned to:	Deadline:

STEP 1: HYPOTHESIS

We believe that

STEP 2: TEST

To verify that, we will

STEP 3: METRIC

And measure

STEP 4: CRITERIA

We are right if

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Source: <https://www.strategyzer.com>

# Test the Value Proposition Exercise | In Class

## Step 2: Prepare the Interviews

- Brainstorming the questions. Questions should cover :
  - . The importance of the identified customer jobs.
  - . The severity of the pain.
  - . The desirability of the gains.
  - . Reactions to the proposed product/service.
- Questions should be adapted to the objective of the test.



# Test the Value Proposition Exercise | In Class

## Step 3: Conduct Interviews

### 1. Identify Interviewees:

- Identify potential interviewees who fit their target customer segment.

### 2. Conduct Interviews:

- Conduct at least 3-5 interviews, **taking detailed notes** on customer responses.

# Test the Value Proposition Exercise | In Class

## Step 4: Analysis of the Result

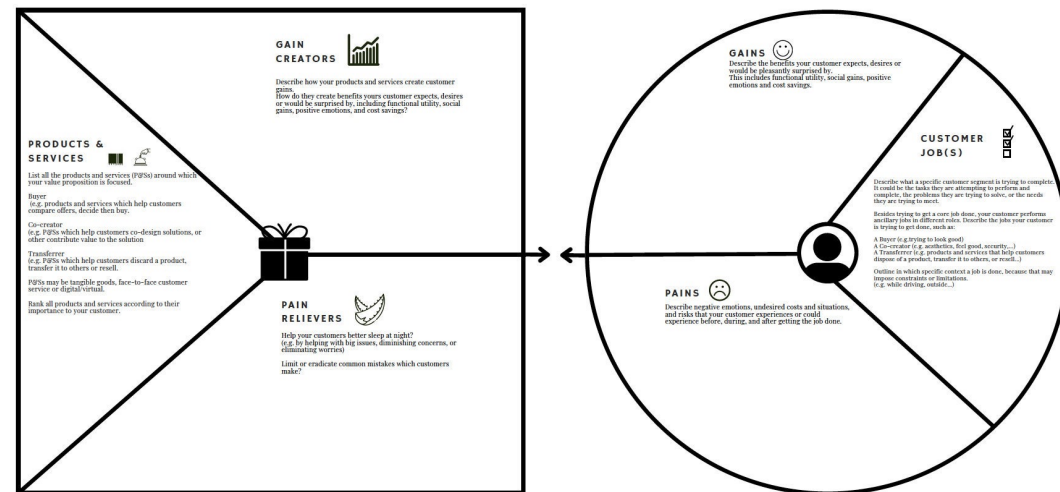
1. **Review Notes:** review the interview notes, highlighting key insights and recurring themes. List **Lessons Learned:**

- 
- 
- 
- 
-

# Test the Value Proposition Exercise | At Home

**Step 5:** Summarize the feedback on the value proposition canvas. Identify which pains and gains were most significant to customers and how well the proposed product/service addresses them.

VALUE PROPOSITION CANVAS



Source: <https://www.strategyzer.com>

# Test the Value Proposition Exercise | At Home

## Step 6: Update the Value Proposition Statement

For **[target user]**, who **[user need]**,  
**[name of concept]**  
solves/provides/helps **[benefit]**.

Source: <https://www.ideo.com/blogs/inspiration/how-to-test-value-propositions-like-a-business-designer>

# Test the Value Proposition Exercise | At Home

## Step 6: Assess the result

Column A  
&  
Column B

### THE UNITE PROBLEM/SOLUTION FIT SCORECARD (STAGE 2)

A. Understand the Customer's Jobs through Jobs-to-be-Done	B. Define the Value Proposition through classical Design Thinking	C. Define the Value Creation through Business Model Design
Importance of Job 0  -----  10	Does it solve the Job? 0  -----  10	Business potential 0  -----  10
Current customer satisfaction 0  -----  10	Preference over substitute products 0  -----  10	Degree of novelty uniqueness 0  -----  10
Emotional social importance 0  -----  10	Buyer readiness 0  -----  10	Fit with strategy 0  -----  10
Number of customers with that Job 0  -----  10	Recommendation score 0  -----  10	Marketability 0  -----  10
	User Experience 0  -----  10	Time to Market 0  -----  10
	Price point & readiness to buy 0  -----  10	Investment required 0  -----  10
	Wow & emotion score 0  -----  10	New customers? 0  -----  10
	Addressable market size 0  -----  10	
	Brand fit 0  -----  10	
	Viral potential 0  -----  10	
	Fit to assets & capabilities 0  -----  10	
JBTD score: _____	Value proposition score: _____	JBTD score: _____
	Total score: _____	Final decision: kill, pivot or MVP? _____

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# Self Assessment

Topic	Answer
How to run a Value proposition test?	
Describe the Learning cycle	
What are the main common types of experiments for testing the Value Proposition ( Stage 2 )	
Why is it important validate the Value proposition before a full development of the concept	

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