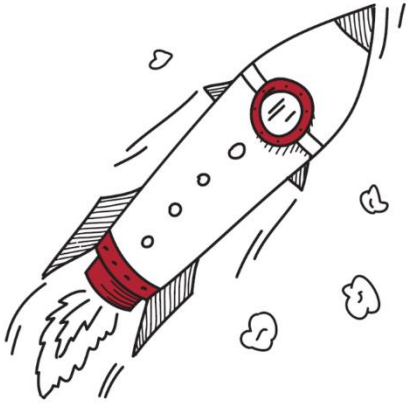


Aluflexpack Innovation **challenge #3**

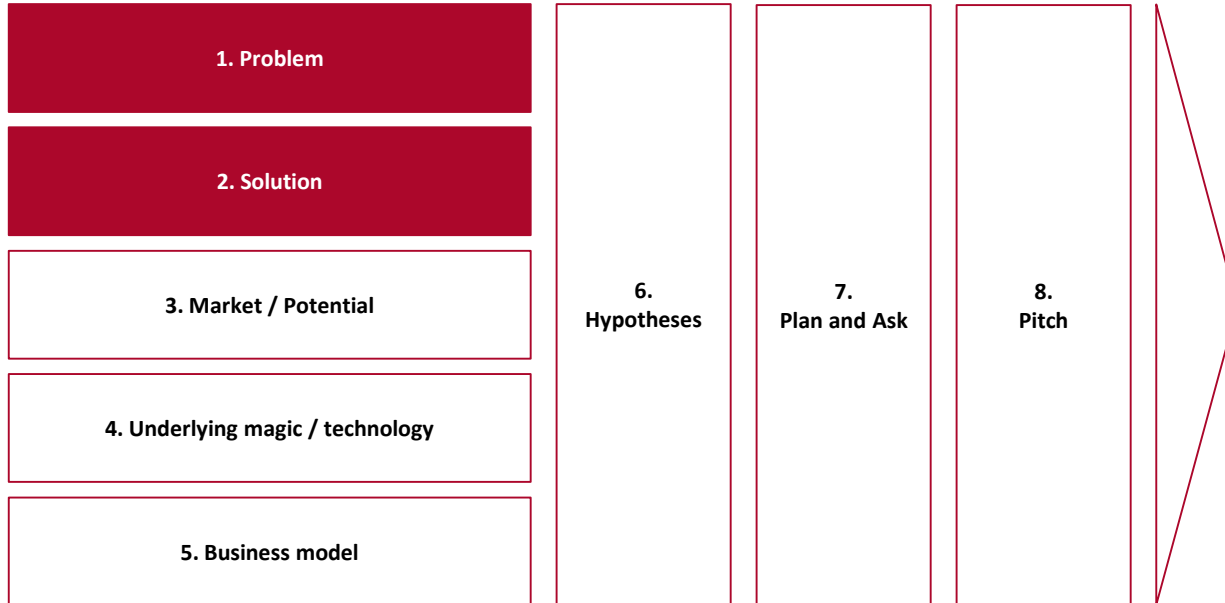


Customer Value Proposition

10 September 2024

“We become the most integrated success maker for a lasting packaging experience!”

Idea Maturation framework



I have a great idea....

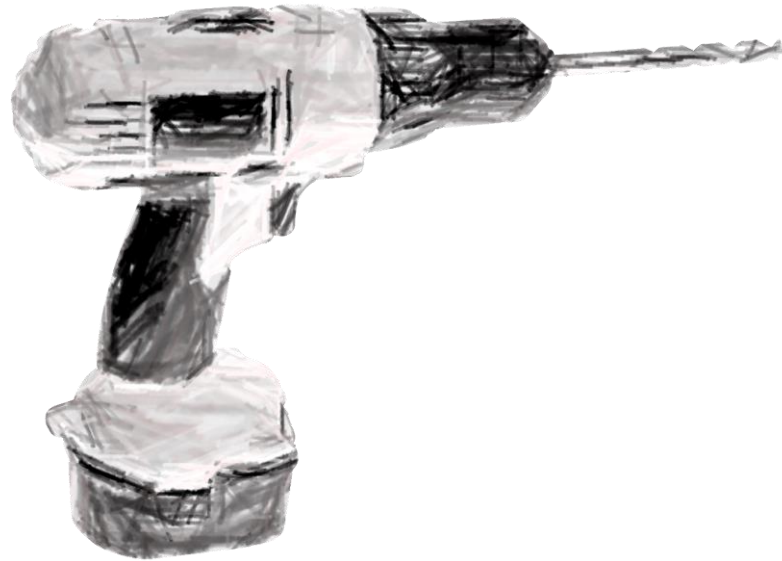


<https://youtu.be/WnPjqt6vEzA>

Most of us come up with problems
around our brilliant ideas, and then try to find
just enough evidence to convince ourselves
we're on the correct path

Steve Blank

Founder's vision



People don't want a quarter-inch **drill**,
they want a quarter-inch **hole**.

Theodore Levitt

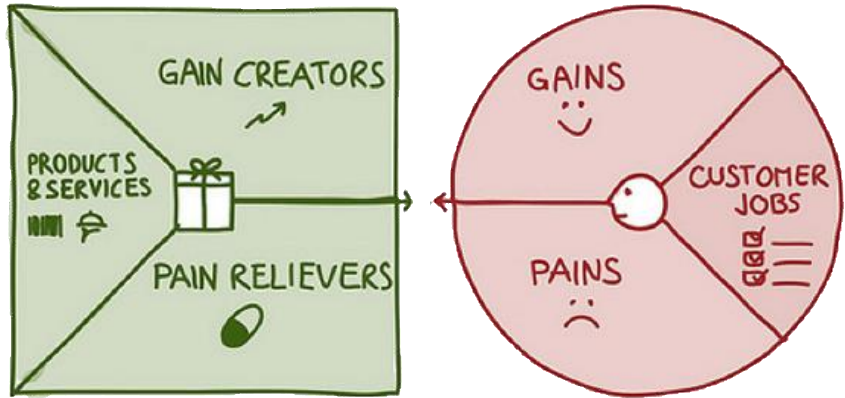
Jobs-to-be-done

- the things that customers are trying to get done
in their work or in their lives



The Customer Value Proposition

- Who is the **target customer** for your solution?
- What are the **jobs-to-be-done** that he/she wants to get done? What are the current gains and pains for the user?
- What are the key **problems** you will solve for the user?
- Which **benefits** will the user get from your solution?
- How is your solution **remarkable**? Is it better or cheaper? And will users want to **shift** to your solution?

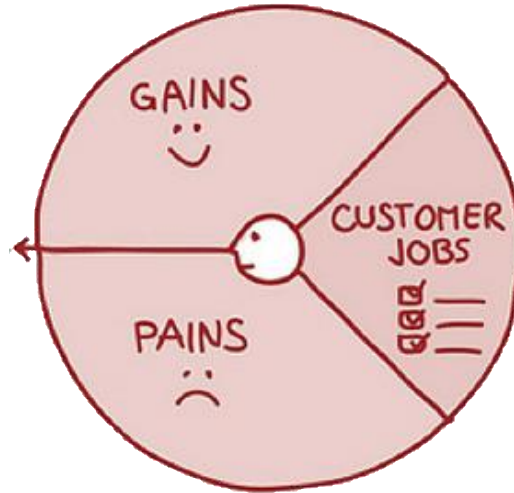


We start at the right-hand side (the problem)

What the customer / users do today
"Problem"

What are the **outcomes and benefits** that the customer wants to achieve?
(required, expected, desired or unexpected)

What are the **things that annoy** the customer before, during or after trying to get a job done?
(undesired outcomes, problems, obstacles, or risks)



What are their **primary tasks** that the customer wants to get done in work or in life?

... and then we move to the left-hand side (the solution)

How your solution provides value to the user
"Solution"

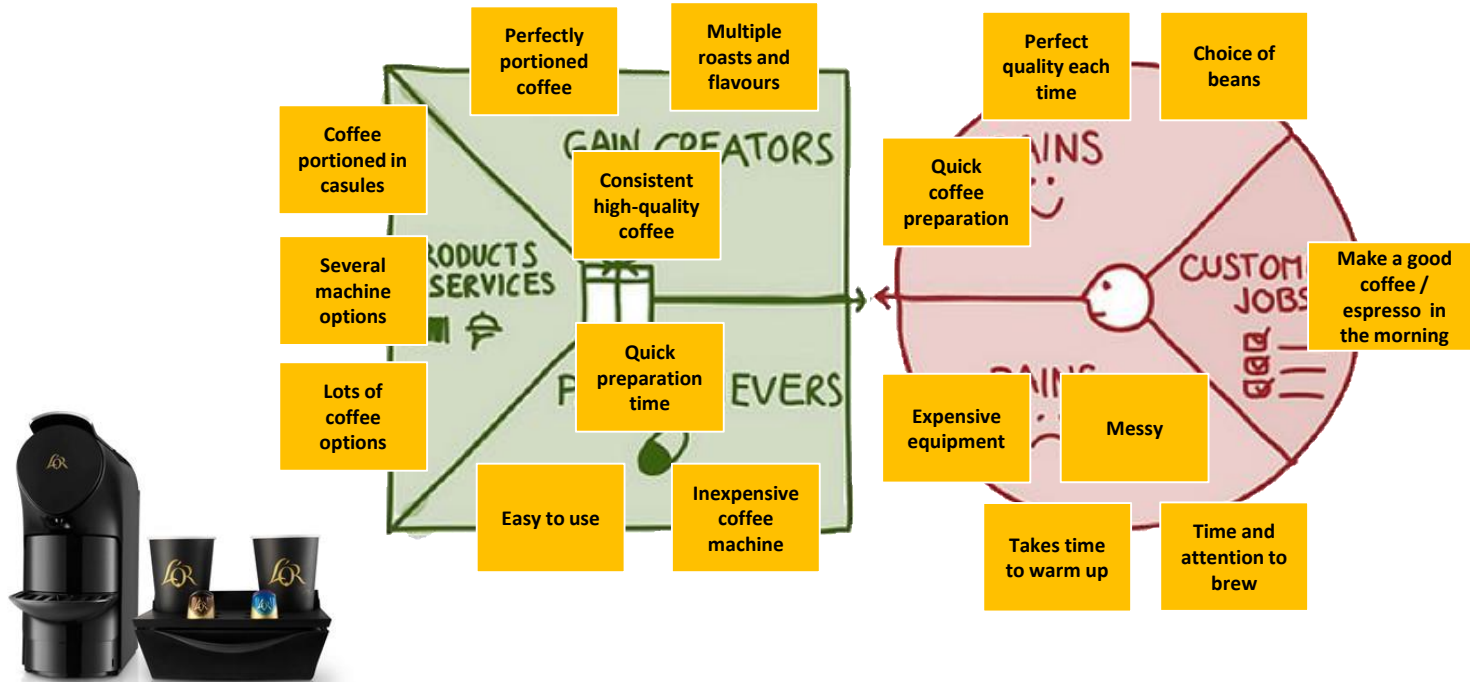
The list of **products and services** that will address the job(s) to be done?



How your solution will **create the outcomes and benefits** that the customer wants?

How your solution will **alleviate or reduce pains** for the customer?

Coffee capsule example



First step is to identify the target customer(s)

Target Customer

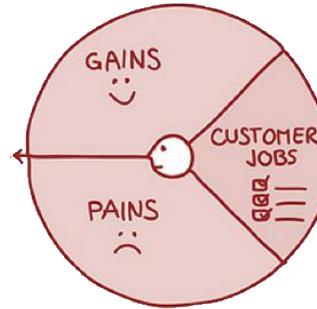
The people with similar needs that could benefit from buying/using your solution

Those within our segment that will end up using, buying or otherwise influencing the decision to use your solution

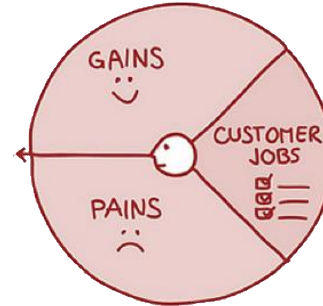
Who is the target customer?



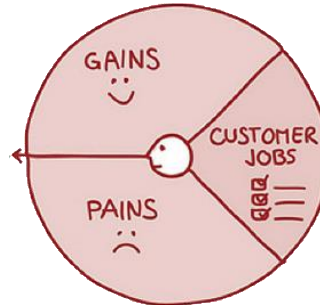
Who buys?



Who uses?



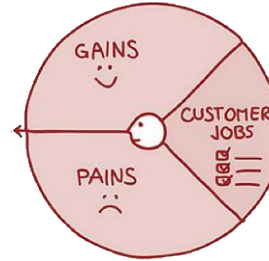
Who influences?



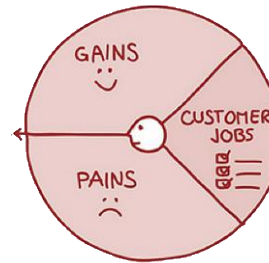
Who is the target customer?



User



The one who uses the solution



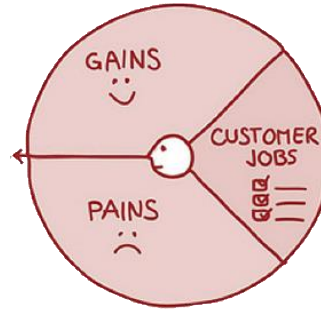
The one who pays for the solution

Advertiser

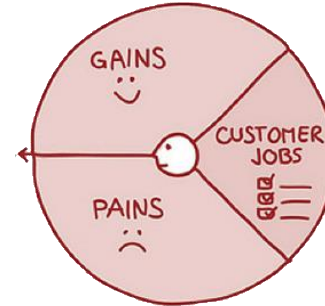
Who is the target customer?



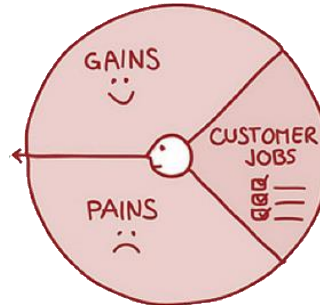
Head of Supply Chain



Supply Chain Clerk



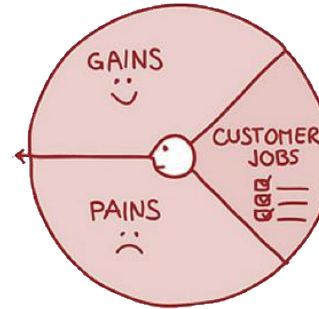
Chief Financial Officer



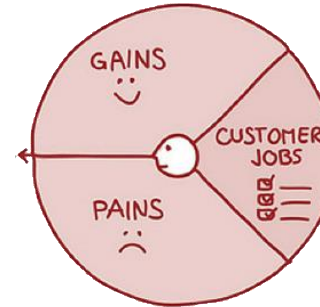
Who is the target customer?



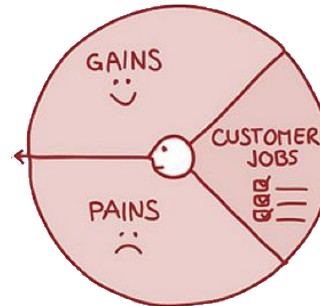
Contractors



Builders



Architects



The “hair-on-fire” case



Step 1: Map the right-hand side

Step 1.1 (~30 min)

Identify target use case and customers

- Identify and agree your target use case and target customer(s)
- Make a canvas for each target customer

TARGET CUSTOMER: _____

Step 1.2 (~60 Min)

Identify customer jobs

- Ask yourself what jobs your target customers are trying to get done
- Write each job on a sticky note

Identify customer pains

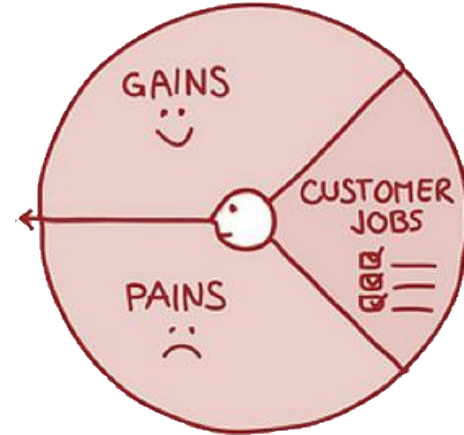
- What pains does the customer have?
- Write down as many as you can come up with, including obstacles and risks

Identify customer gains

- What outcomes and benefits does your customer want to achieve?
- Write down as many as you can come up with

Prioritize jobs, pains and gains

- Order jobs, pains and gains, with most important at the top



Profiling your customer

Best practices

- **Map your customer like you are an anthropologist – forget what you are offering, include learnings from interviews**
- Make a value proposition canvas for each different customer segment
- Jobs are the tasks customers are trying to perform, the problems they are trying to solve, or the needs they are trying to satisfy
- Gains are the concrete outcomes they want to achieve Sometimes social or emotional jobs are even more important than visible, functional jobs

Common mistakes

- Mixing several customer segments into one profile
- Listing jobs, pains and gains with your idea / offering in mind
- Mixing jobs and outcomes
- Focusing on functional jobs only and forgetting social and emotional jobs
- Identifying too few jobs, pains and gains
- Being too vague in descriptions of pains and gains

ChatGPT assistance to the right hand side

Image of the right hand side + Prompt

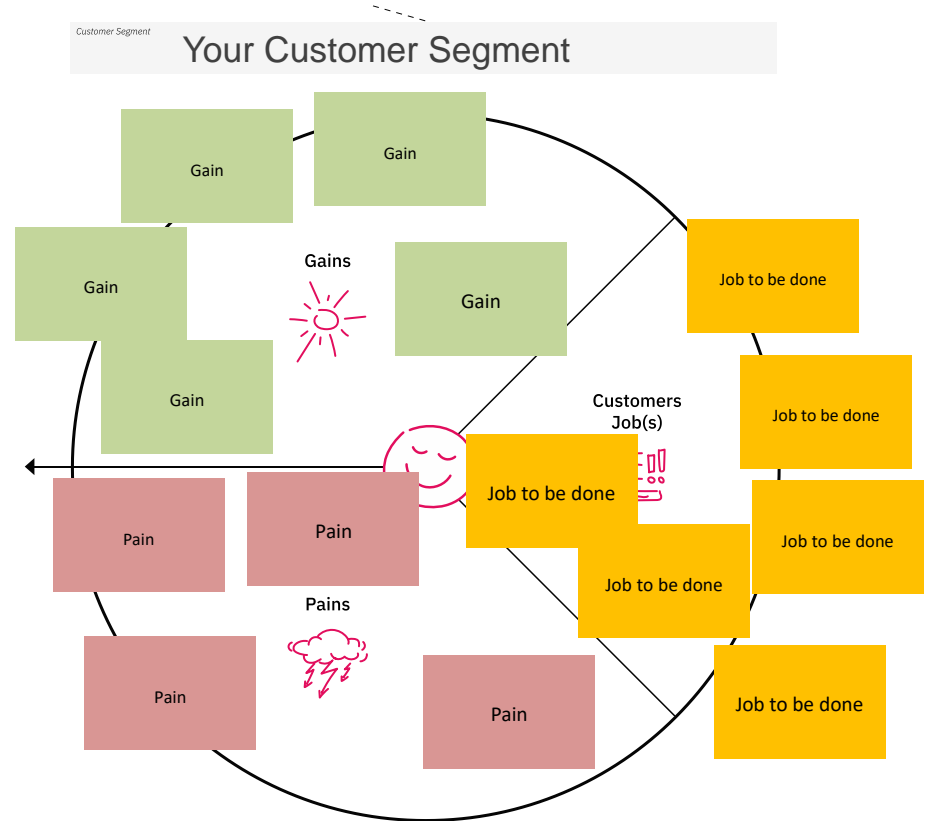
[insert image of your right hand side]

“Imagine that you are a [companie(s)] in the [industry/ies]

ChatGPT, I am working on the right hand side of the value proposition canvas - see the image – for solving the problem of [problem] for the [customer segment].

I would like your assistance to:

1. suggest alternative jobs to be done
2. suggest alternative gains
3. suggest alternative pains”



ChatGPT assistance to the right hand side - example

Image of the right hand side + Prompt #1

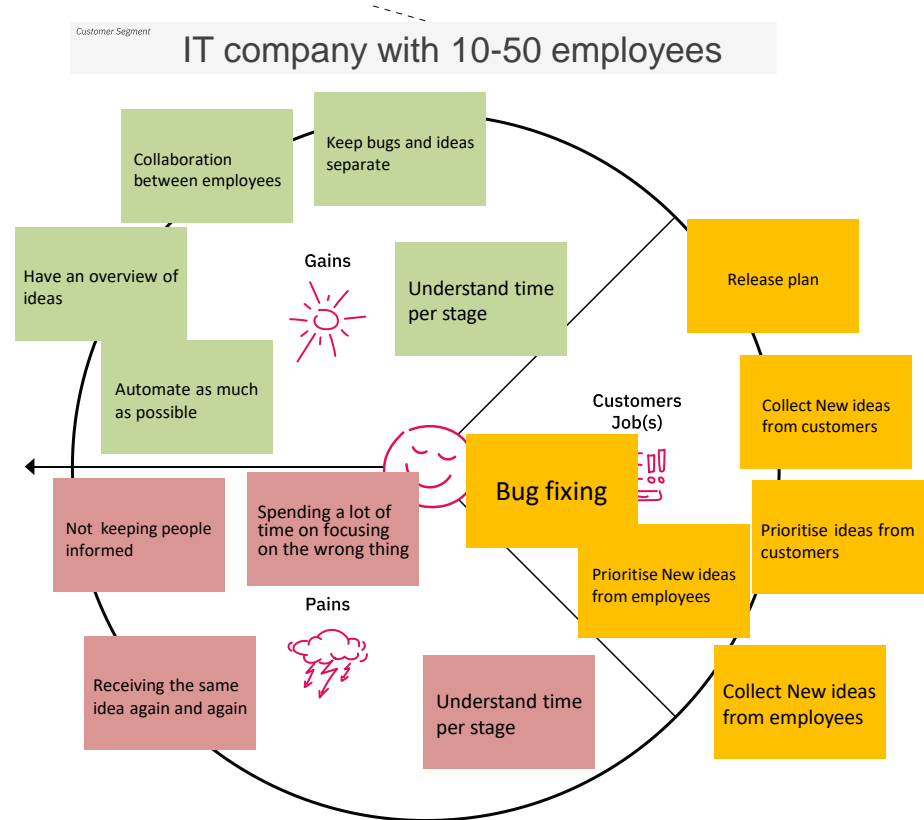
[insert image of your right hand side]

“Imagine that you are a [software company] in the [idea management industry]

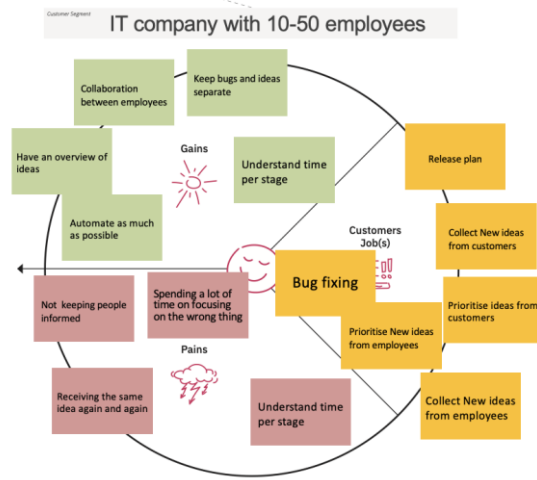
ChatGPT, I am working on the right hand side of the value proposition canvas - see the image - to solve the problem of [handling all type of ideas and bugs] for the [IT companies with 10 to 50 employees].

I would like your assistance to:

1. suggest alternative jobs to be done
2. suggest alternative gains
3. suggest alternative pains”



J You



Imagine that you are a software company in the idea management industry looking to solve:

"ChatGPT, I am working on the right hand side of the value proposition canvas - see the image - to solve the following problem handling all type of ideas and bugs for the IT companies with 10 to 50 employees. I would like your assistance to:

1. suggest alternative jobs to be done
2. suggest alternative gains
3. suggest alternative pains



ChatGPT



Answer

1. **Alternative Jobs to Be Done:**

- Streamlining feedback loops between development and customer service teams to enhance communication.
- Integrating a feature voting system for users to gauge the popularity of ideas.
- Providing comprehensive analytics for idea generation trends to inform strategic planning.

2. **Alternative Gains:**

- Reduced time from idea submission to implementation.
- Enhanced employee satisfaction through recognition of contributions to the idea pool.
- Increased customer engagement and loyalty by actively incorporating their feedback.

3. **Alternative Pains:**

- Overwhelming volume of ideas leading to decision paralysis.
- Difficulty in aligning ideas with current project scopes and long-term company strategy.
- Balancing transparency with information overload when keeping all stakeholders informed.

ChatGPT assistance to the right hand side - example

Prompt #2 – following prompt #1

“ChatGPT, I am looking for the deeper consequences from pains and deeper value from the gains.

I would like your assistance to:

1. suggest deeper consequence from all th”e pains
2. suggest deeper value from all the gains



You

"ChatGPT, I am looking for the deeper consequence from pains and deeper value from the gains. I would like your assistance to:

1. suggest deeper consequence from all the pains
2. suggest deeper value from all the gains



ChatGPT



Answer

1. Deeper Consequences from All the Pains:

- Keep bugs and ideas separate: Fragmentation in innovation processes can lead to inefficient allocation of resources and missed opportunities for synergy [1].
- Automate as much as possible: Over-automation without strategic consideration may result in a loss of personal touch and decreased customer satisfaction [2].
- Receiving the same idea again and again: May indicate a lack of effective communication channels, leading to decreased morale and a culture that stifles innovation [4].
- Spending a lot of time focusing on the wrong thing: It can divert resources from crucial innovation activities, potentially causing a company to fall behind competitors [3].

2. Deeper Value from All the Gains:

- Collaboration between employees: Can lead to a more cohesive company culture and improve overall productivity and innovation capacity [4].
- Understand time per stage: Optimizing the time spent on each stage of idea management can significantly reduce costs and improve the speed of innovation [5].
- Release plan: A well-crafted release plan that aligns with market needs can create a competitive advantage and drive business growth [6].

Lunch until: 13:00

Step 2: Map the left-hand side

1. Describe your solution

- What are the main product and services of your solution?

2. Describe the key Gain Creators

- How will your solution deliver gains for the customer? Which features?

3. Describe the key Pain Relievers

- How will your solution relieve pains for the customer? Which features?

4. Prioritise your lists

- What are the most important parts about your solution?

5. Match with the right-hand side

- How does your solution meet/not meet the customer jobs, gains and pains? Put a ✓ on each one that does as well as on the jobs, pains and gains that are addressed. Put a ✗ on jobs, pains and gains that are not addressed as well as on pain relievers and gain creators that do not address a customer job, pain or gain
- Where are the major gaps?

6. Prepare to present your value proposition canvas (3 mins pr group)



Mapping your value proposition

Best practices

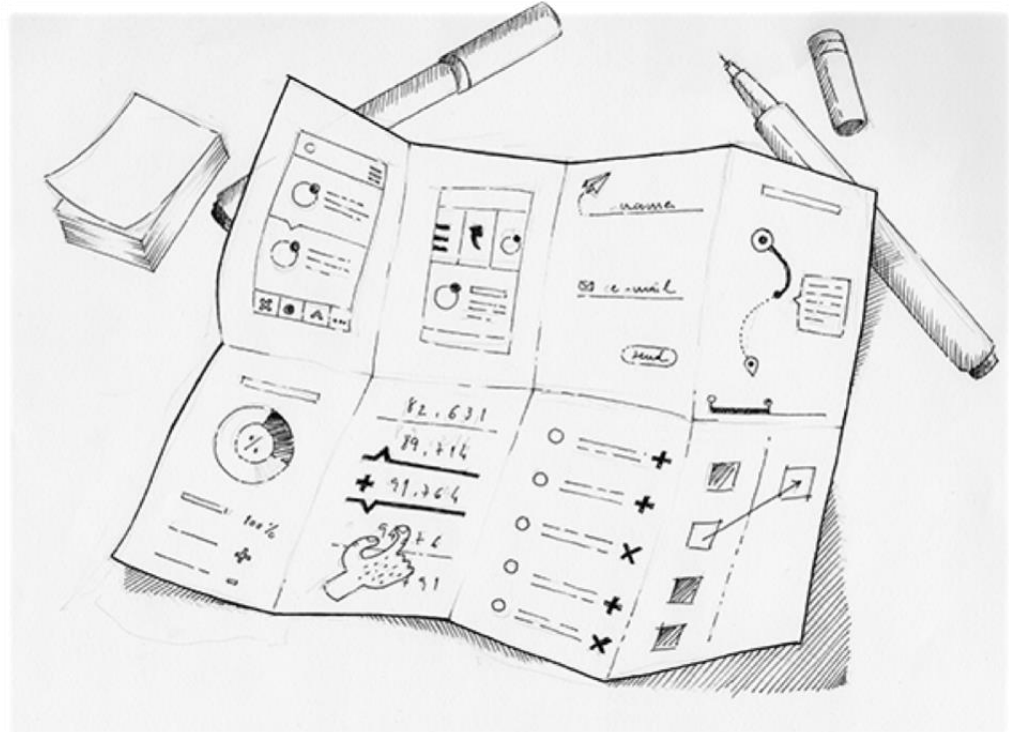
- List only the products and services that together form a value proposition for the specific customer segment
- Remember that products and services don't create value in absolute terms – it is relative to the customer's jobs, pain and gains
- Great value propositions are about making choices regarding jobs, pains and gains
- **Focus on doing one job very well, rather than adding a lot of extra features**

Common mistakes

- Listing all products and services rather than just those targeted at a specific segment
- Adding products and services to the pain reliever and gain creator fields
- **Offer pain relievers and gain creators that have nothing to do with the pains and gains in the customer profile**
- Trying to address all the customer pains and gains

Exploring our solution - Crazy 8s

- 1 sheet of paper
- Fold in half 3 times
- 8 minutes to sketch variations of your solution
- Go fast and be messy



Be ready to present in plenum

We meet in here in the main room:
14.30