

VALUE PROPOSITION

Team:

Critical Elements

WHO

is experiencing the problem?
.....

STATEMENT OF NEED

What do they need?
.....

SOLUTION NAME

Name of your idea, product, or service
.....

SOLUTION DESCRIPTION

Describe your idea, product, or service.
.....

STATEMENT OF BENEFIT

How your solution meets the need.

Use the outputs from the Persona, Barrier Identification, Journey Map and Discussion Guide.

Example Value Proposition

For **new mothers** that need **clarity when seeking childcare advice**, **our Online Parents' Guide** **organizes relevant information** to **make their search easier**.

Your Value Proposition

Make sure your statement is clear and to-the-point. Say the Value Proposition to others to gauge its clarity. Refer to your Problem Statement to make sure there is alignment with the users' problem.

How to use this tool:

Using all of the "Critical Elements", create a clear statement that describes the value your solution brings to users. This tool is best used with:

Persona - Barrier Identification - Problem Statement