# Worksheet: Value proposition

## 1. User

**Describe your user**

Sketch a detailed picture of your users by addressing their jobs, challenges and desires.

**User jobs**

What activities does you user want to get done in their work or life? What does your user want to achieve with these jobs?

**User desires**

What are the dreams and desires of your user? What makes them really happy and enjoy their lives?

**User challenges**

What challenges does your user face when doing their user jobs? Which of these are pain points your users really needs to get solved?

**Make the connection**

You achieve a fit between users and your product or service when your product features, fix and fulfilment meet user jobs, challenges and desires. Make sure to check, adjust and connect your product or sevice to your user.

## 2. Product

**Describe your product**

Describe the features of your product or service and define how these provide a fix or offer fulfilment to users.

**Product features**

What (features) does your product or service have to offer to your users to get their job done?

**Product fulfilment**

What are the main benefits your users will experience in using your product or service? How does it fulfil their desires?

**Product fix**

How can your product or service help your users overcome their challenges? Does it address their needs and wishes?

## 3. Value proposition statement

**Build your value proposition statement**

After you've completed  step one and two of this tool, you start to build your value proposition statement for which you can simply finish these sentences.

**For** (your user) .....

**who** (has this specific user job, challenge or desire) .....

**our** (product or service) .....

**let's them** (how it will address the user challenge or desire) .....

**This is a unique proposition because** (distinctive advantages) .....

**Our proposition can be trusted because** (reasons to believe) .....



This worksheet is designed by Bopinc