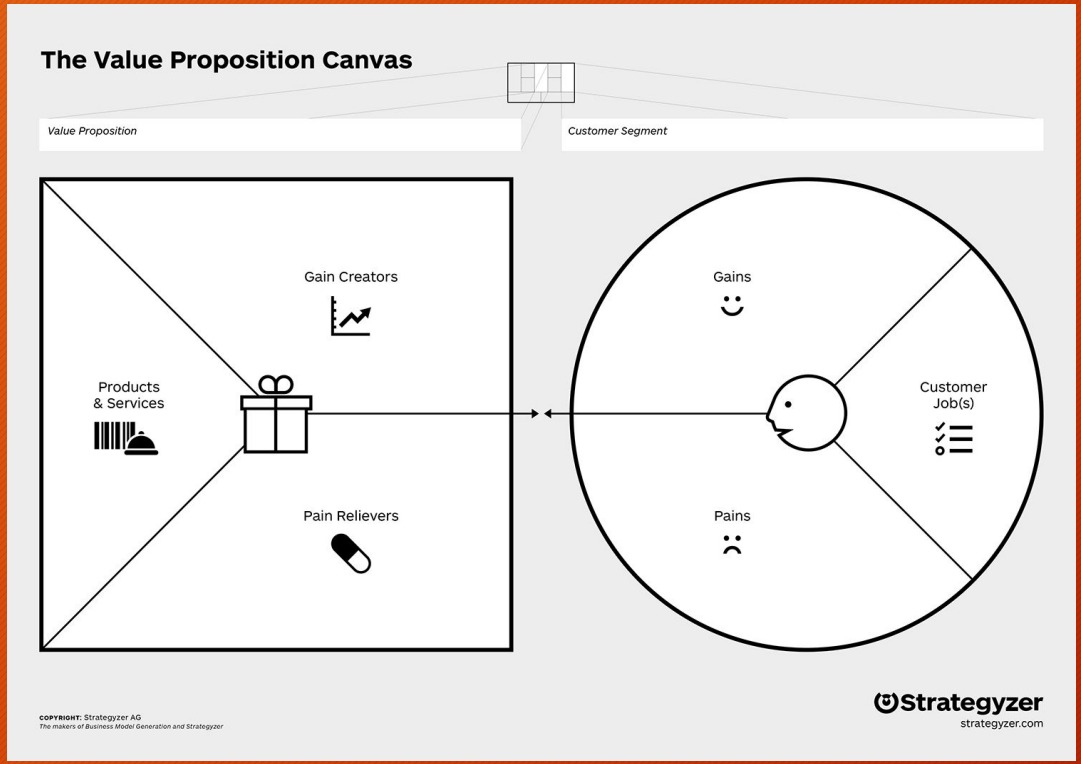
VPC

Introduction



Customer Segments

Customer Segments

- The Customer Segments Building Block defines
- the different groups of people or organizations an
- enterprise aims to reach and serve

Customer Segments

- Customer groups represent separate segments if:
  - *Their needs require and justify **a distinct offer***
  - *They are reached through **different Distribution Channels***
  - *They require **different types of relationships***
  - *They have substantially **different profitabilities***
  - *They are willing to pay for **different aspects of the offer***

Customer Profiles

- The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains.

Customer Profiles

Customer Jobs

- what customers are trying to get done in their work and in their lives, as expressed in their own words

Customer Pains

- bad outcomes, risks, and obstacles related to customer jobs

Customer Gains

- the outcomes customers want to achieve or the concrete benefits they are seeking

Customer Jobs

- Functional Job
- Social Job
- Personal / Emotional Job
- Supporting Job

Customer Pains

- Undesired outcomes, problems, and characteristics
- Obstacles
- Risks (undesired potential outcomes)

Customer Gains

- Required Gains
- Expected Gains
- Desired Gains
- Unexpected Gains

Value Propositions

Value Propositions

- The Value Propositions Building Block describes
- the bundle of products and services that create
- value for a specific Customer Segment

Value Propositions

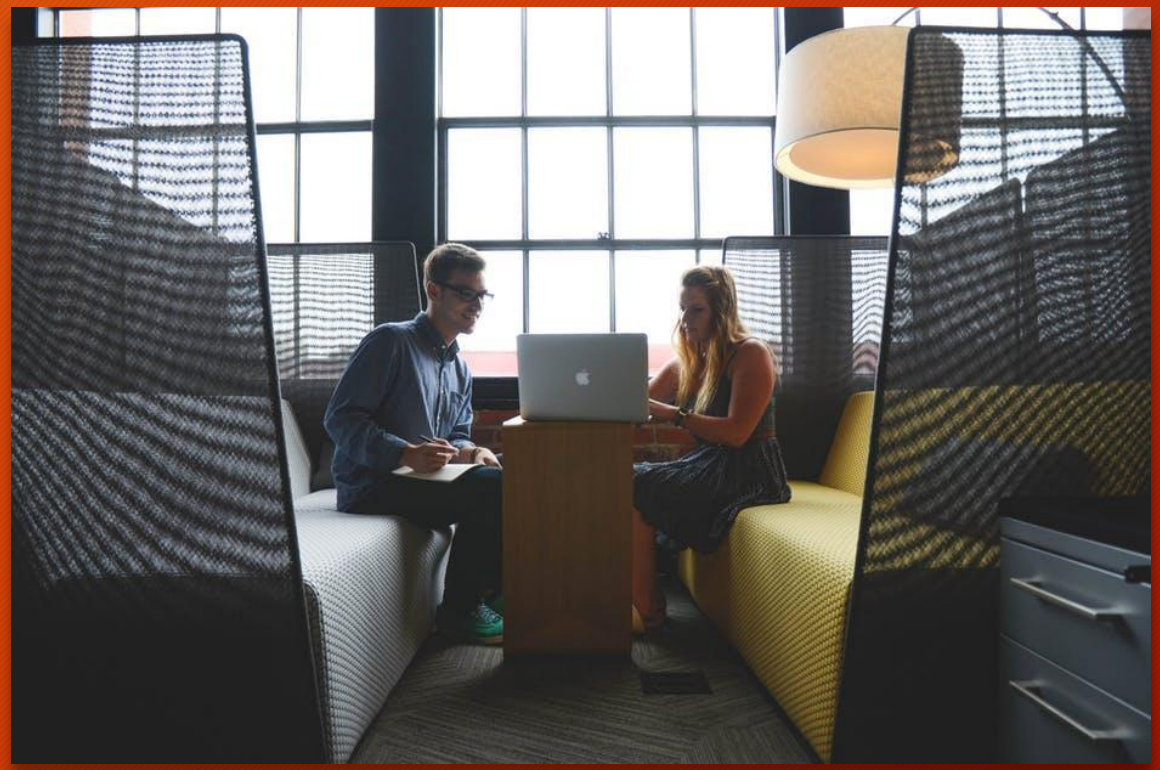
- What **value** do we deliver to the customer?
- Which one of our customer's **problems** are we helping to **solve**?
- Which customer **needs** are we satisfying?
- What bundles of **products and services** are we offering to each Customer Segment?

Value Propositions

- Newness
- Performance
- Customization
- “Getting the Job Done”
- Design
- Brand / Status
- Price
- Cost Reduction
- Risk Reduction
- Accessability
- Convenience / Usability

Value Map

The Value (Proposition) Map describes the features of a specific value proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators



Value Map

Products and Services

- This is a list of all the Products and Service a value proposition is built around

Pain Relievers

- How your products and services alleviate customer pains

Gain Creators

- How your products and services create customer gains

Products and Services

- Physical / Tangible
- Intangible
- Digital
- Financial

Pain Relievers

- Ask yourself: Could your products and services…
  - **produce savings?** In terms of time, money, or efforts.
  - **make your customers feel better?** By killing frustrations, annoyances, and other things that give customers a headache.
  - **fix underperforming solutions?** By introducing new features, better performance, or enhanced quality.
  - **put an end to difficulties and challenges your customers encounter?** By making things easier or eliminating obstacles.
  - **wipe out negative social consequences your customers encounter or fear?** In terms of loss of face or lost power, trust, or status.
  - **eliminate risks your customers fear?** In terms of financial, social, technical risks, or things that could potentially go wrong.

Pain Relievers

- Ask yourself: Could your products and services…
  - **help your customers better sleep at night?** By addressing significant issues, diminishing concerns, or eliminating worries.
  - **limit or eradicate common mistakes customers make?** By helping them use a solution the right way.
  - **eliminate barriers that are keeping your customer from adopting value propositions?** Introducing lower or no upfront investment costs, a flatter learning curve, or eliminating other obstacles preventing adoption.

Gain Creators

- Ask yourself: Could your products and services…
  - **create savings that please your customers?** In terms of time, money, and effort.
  - **produce outcomes your customers expect or that exceed their expectations?** By offering quality levels, more of something, or less of something.
  - **outperform current value propositions and delight your customers?** Regarding specific features, performance, or quality.
  - **make your customers' work or life easier?** Via better usability, accessibility, more services, or lower cost of ownership.
  - **create positive social consequences?** By making them look good or producing an increase in power or status.

Gain Creators

- Ask yourself: Could your products and services…
  - **do something specific that customers are looking for?** In terms of good design, guarantees, or specific or more features.
  - **fulfill a desire customers dream about?** By helping them achieve their aspirations or getting relief from a hardship?
  - **produce positive outcomes matching your customers' success and failure criteria?** In terms of better performance or lower cost.
  - **help make adoption easier?** Through lower cost, fewer investments, lower risk, better quality, improved performance, or better design.

Case

Tokopedia

https://youtu.be/VnkZYzpzRYE

Who are the customer segments of Tokopedia and what are Tokopedia's value propositions?