



Customer Discovery Workshop

January 24, 2019

Maryville College

Scots Innovation Challenge

The Value Proposition

- A value proposition can be defined as follows: “A product’s value proposition is a statement of the functional, self-expressive and emotional benefits delivered by the brand that provides value to the target customer.”



Activity 1: Describe your idea

- Who is your target customer and what kind of problem do you solve for them?
- Is this an important and/or urgent problem for the customer?
- How do you plan to solve this problem for the customer? How will it work in their hands and what benefits will it generate?
- Who is your competition? Who or what solves this problem for your customers today?
- What is unique about your way of solving the problem? Is that uniqueness sustainable over time?



Activity 2: The meaning of value

- What are the different types of value (functional, emotional, self-expressive benefits) you derive from buying and doing things?
- List as many different values as you can (15-20).
- Check your list to see if you have included product features as a value.
- From your list of values, create a short list of key values – those that most accurately describe the value that your product offers your target customer.



Activity 3: Crystallize your value proposition assumptions

- Refer back to Activity 1
- Is the customer problem you're solving validated by a measurable, verifiable fact?
- Are you able to identify which customers are suffering the most from this problem?
- Do you understand how the problem impacts the customer and their business?
- Do you have evidence that links the customer problem to the target customer?



Activity 4: Test your target customer assumptions

- For each assumption, what key information would validate or invalidate the assumption?
- Where does that information reside?
- What is the best way to gather that information?
- Develop confident answers to these questions:
 - What objectives are your target customers pursuing?
 - How are they pursuing those objectives?
 - How does failure to achieve objectives affect them?
 - How is the impact of failure measured?



Subsequent activities

- Conduct customer interviews
 - This is not selling, this is research.
- Evaluate customer feedback
- Determine your first customers
- Rinse and repeat.....



Resources

- MaRS: <https://www.marsdd.com/about/>
- Blank, S.G. (2005). *The Four Steps to the Epiphany*.
- Maurya, A. (2011). *Running Lean*.
- Ries, E. (2011). *Lean Startup*. Vlaskovits, P. and Cooper, B. (2010, July 29). *The Entrepreneur's Guide to Customer Development: A cheat sheet to The Four Steps to the Epiphany*.
- The Business Model Canvas. Alex Osterwalder. <http://alexosterwalder.com/>

