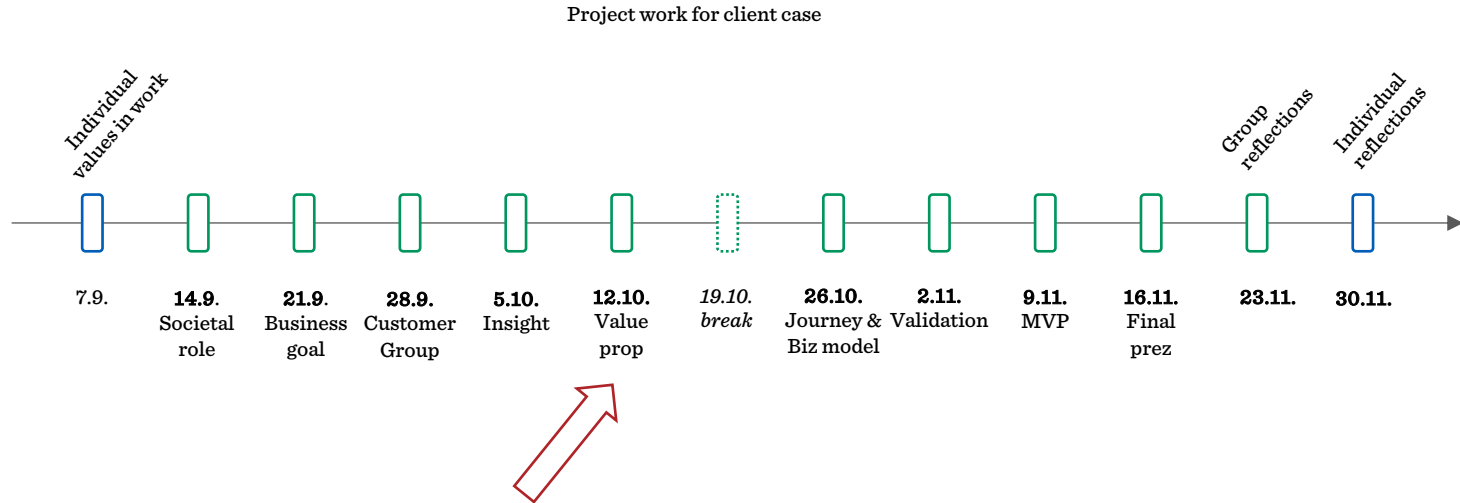
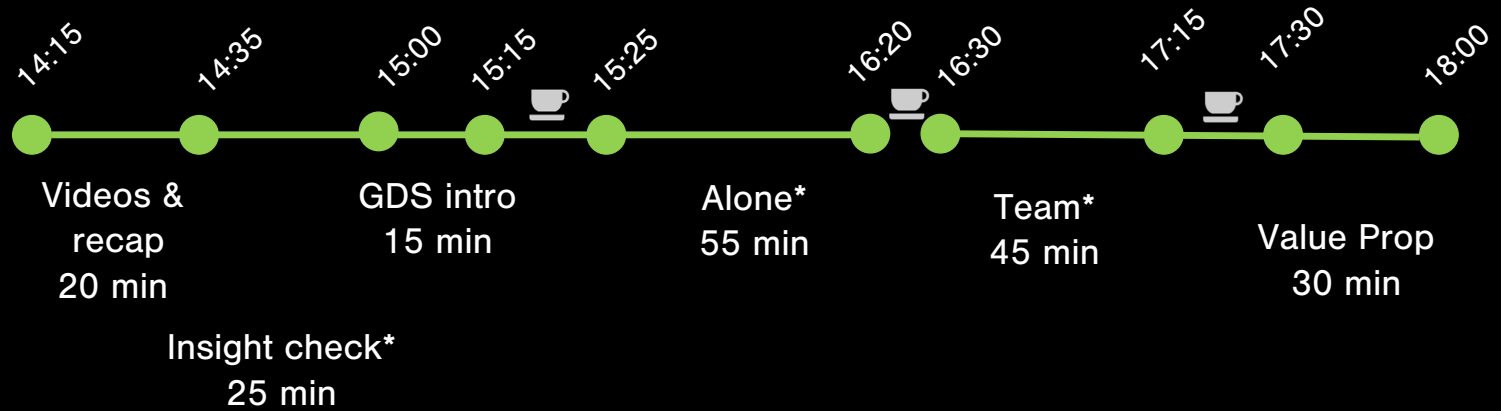


Course Schedule



12.10. Value Prop



* Not together with whole class 😊

Part I

Last week & This week

Let's look at one video

LAST WEEK'S LEARNING GOAL:
Who do you want your customers to become?

What they want?
What they need?

Leves of insight:
Rational. Emotional. Empathic.

What you can help them to become?

Interviewing 101.

THIS WEEK:
What valuable can we propose to our customers?

Shadow Lessons Learned?

Getting people to talk to
is not trivial!

How to break your own
prejudice.

The more I know,
the less I know.

Anything else?

THIS WEEK'S LEARNING GOAL:
**What solution can we propose to our
end-customers?**

How is it valuable to them?
How is it valuable to our client?
How does it differentiate?

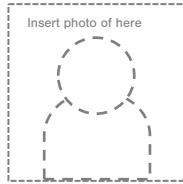
NEXT WEEK:
No lecture. No specific task.

*Yes your external coaches
(arrange the meeting yourself, please!)*

**Insight check within your team.
Everyone on-board?
Need to focus?
Need to get "emotional"?**



INSIGHT - deep understanding of the customer's motivations that unlocks a business opportunity.

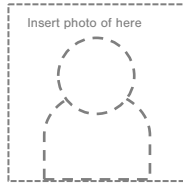


Name:

Needs + other key findings:

Thinks and feels:

Surprised us:

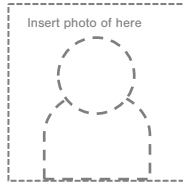


Name:

Needs + other key findings:

Thinks and feels:

Surprised us:



Name:

Needs + other key findings:

Thinks and feels:

Surprised us:

Be back 15:00.



Intros of the week!

Part II

~~Brainstorming.~~

GDS style ideation

Google Design Sprint Applied

Alone:

Take notes (10 min)

Generate ideas (15 mins)

Brainstorm: Crazy 8s (8 min)

Finalize: Solution sketch (20 min)

10 min break (ca. 16:20-16:30)

With team:

Art Gallery 20 min

Speed Critique 15 min

Voting 5 min

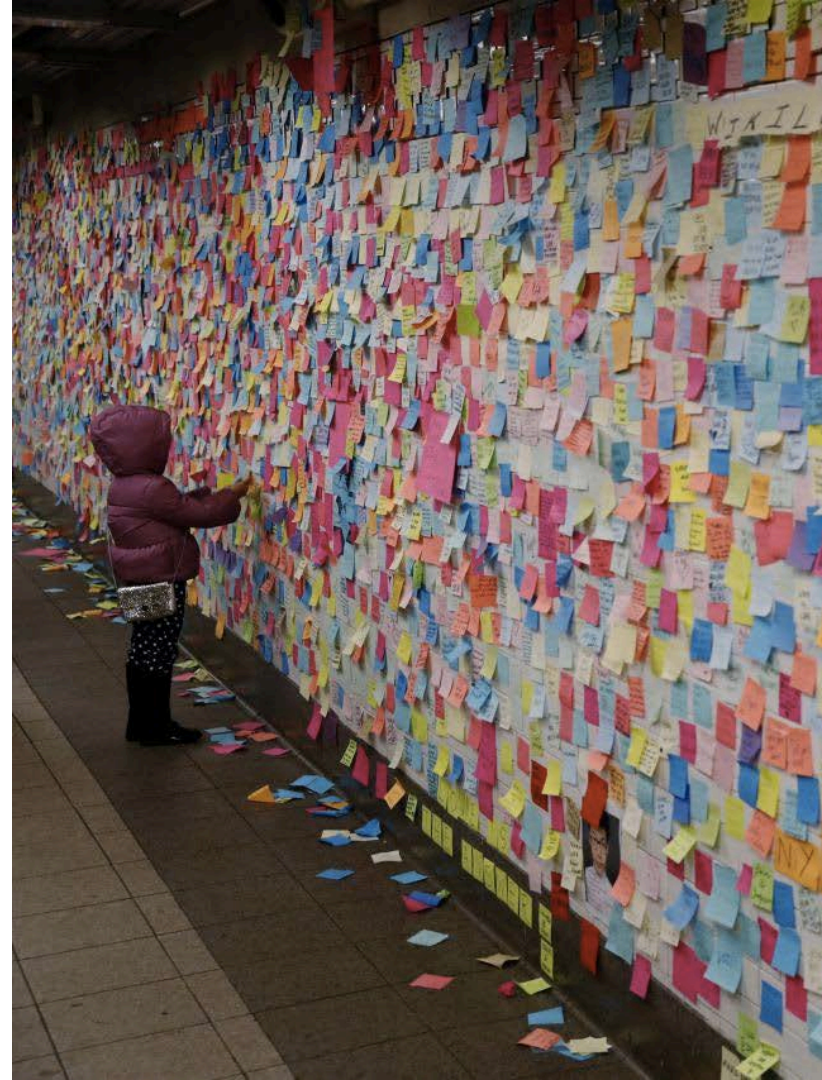
Group reflection 5 min

15 min break, all together 17:15.



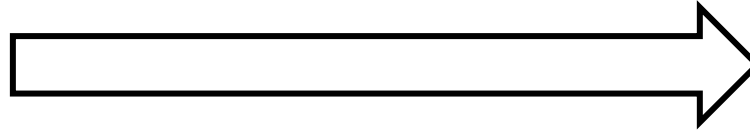
Objective:
Solution(ish)

Not individual ideas,
More of a journey.



A

Now
(obstacles stopping)

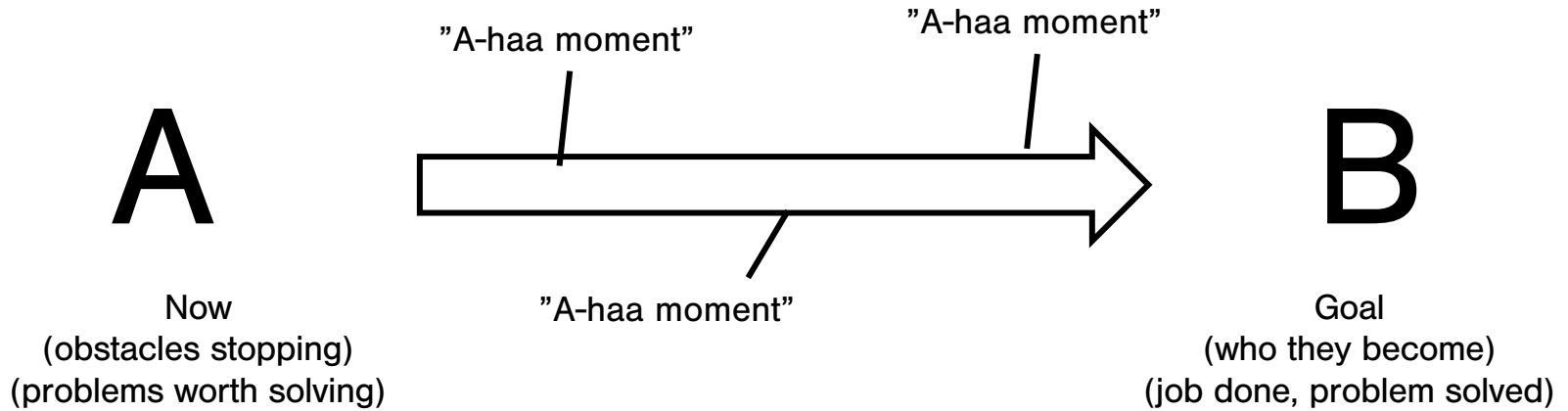


B

Goal
(who they become)

What service / concept takes your customer from A to B.

What helps them to become what they want?



What service / concept takes your customer from A to B.

What helps them to become what they want?

Describe a service that combines your business goals with what your customers want to become.

(alone, no group work)

1. Notes (10min)
2. Ideas (15 min)
3. Crazy 8s (5 min)
4. Solution sketch (20 min)
 5. Art Gallery
 6. Speed Critique
 7. Voting



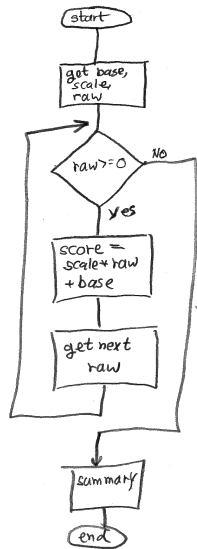
1. Notes (for yourself) 10 min

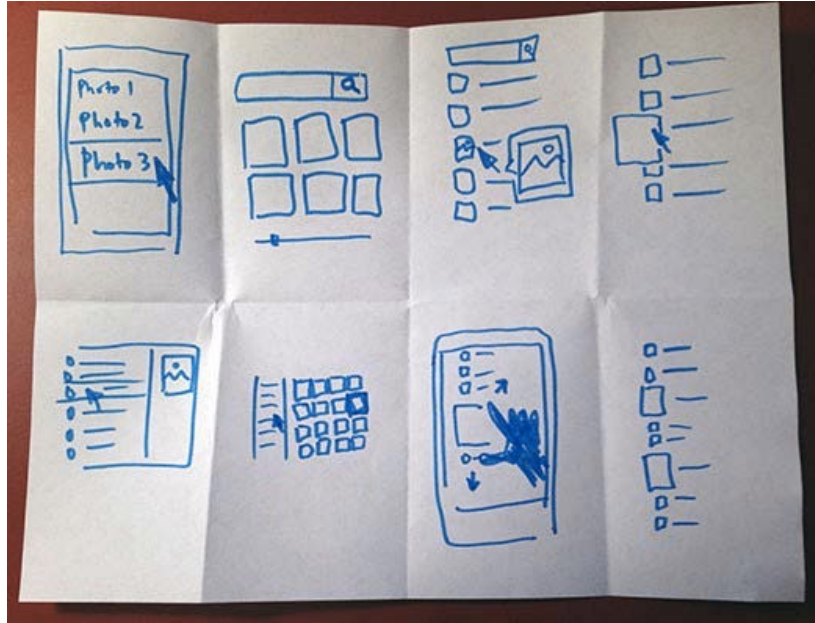
- Surf around and look at the “miros”.
- Business Objective
- Customer Grouping & Insights
- Ideas from any inspiring services.
- Use the internet if you want



2. Ideas (for yourself) 15 min

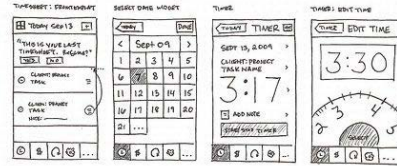
- Doodles & drawings
 - Diagrams
 - Headlines & slogans
 - Stick figures
 - Flowcharts
 - Whatever
-
- In the end, circle your favorite ideas!





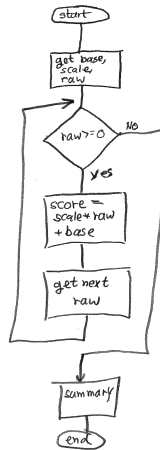
3. Crazy 8s (for yourself) 8 min (60s / idea)

- Choose 1 or 2 of your favorite ideas.
- Fold an A4 four times.
- “What would be another good way to do this?”
- 8 ideas, 8 minutes.



4. Solution sketch (for everyone!) 20 min

- Three-panel story: before, during, after.
- Flowchart. Boxes & arrows...
- Make it thought-out, and **understandable**.
- Keep it self-explanatory.
- Keep it anonymous.
- Ugly is ok.
- Words matter!
- Give it a catchy title.



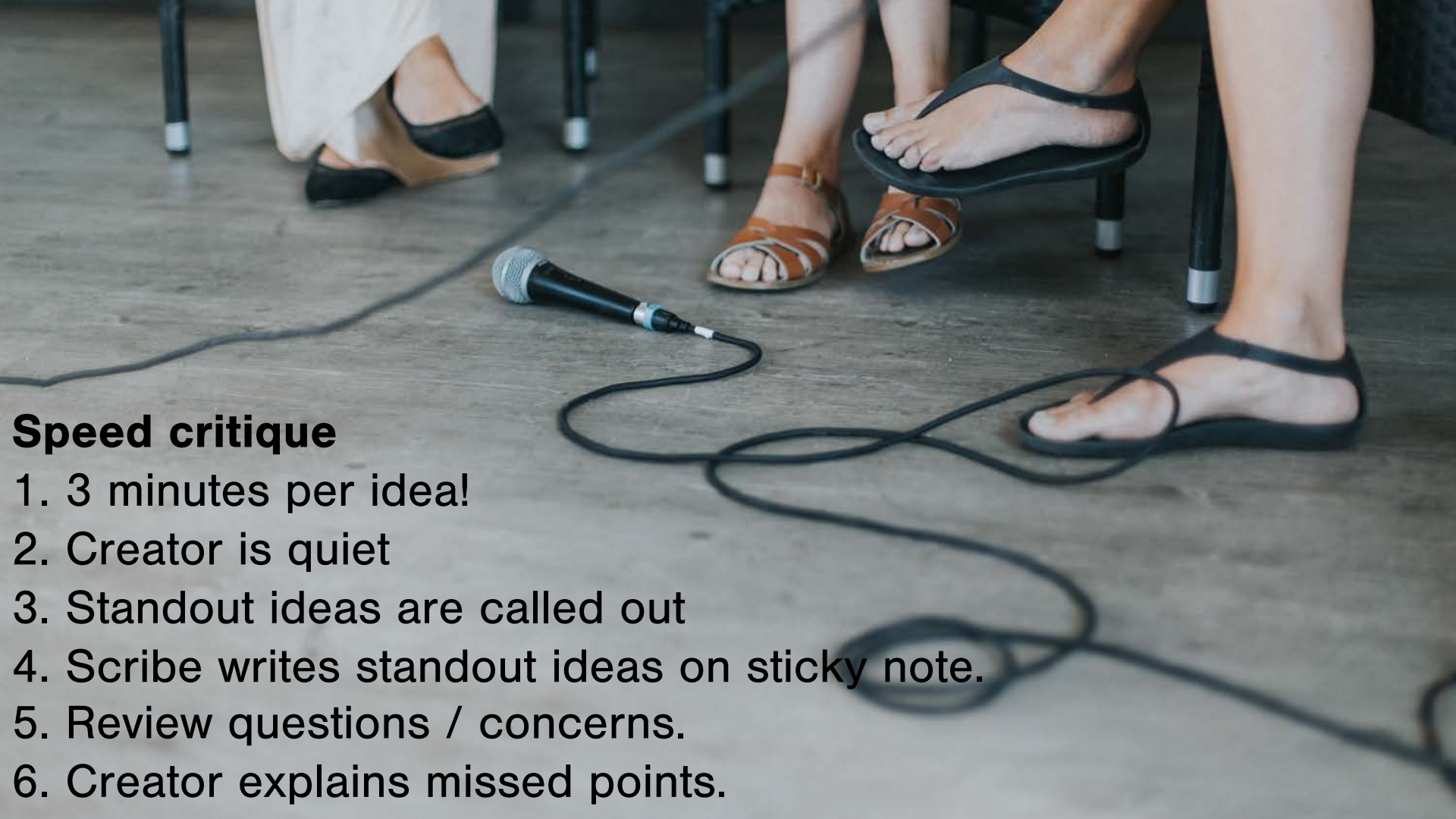
Then together with team

Art Gallery rules



1. Don't talk
2. Look at the solution sketch
3. Mark a dot besides the parts you like.
4. Write questions/concerns on a sticky note next to it.
5. Move to next one.

4 x 5 minutes = 20 min



Speed critique

1. 3 minutes per idea!
2. Creator is quiet
3. Standout ideas are called out
4. Scribe writes standout ideas on sticky note.
5. Review questions / concerns.
6. Creator explains missed points.

1. One vote per person.
2. Remind yourself of the business objective.
3. 5 minutes.
4. Vote on solution or part of it.
5. When time is up, place your vote.
6. One minute per person to explain vote.



**I
Voted**

Talk over your results.

Are you converging on a single hypothesis for an answer?

Take a break.

We continue in class 17:15.

...and you distill, sharpen and discuss more during the week.



*You are on your own
after 15:25.*

break

Welcome back at 17:30

Value

Proposition

Wanna
HANG with me
♡ Forever?





IKEA® FAMILY

Kids Eat Free!

Weekends in April at the
IKEA Portland Restaurant

Children 12 and under can choose one
combo meal valued at \$2.99. One meal per
child. Valid 11am-8:30pm Saturdays and
Sundays in April 2014 at IKEA Portland only.



Kids + Food + houseware = ??



- Kids need to be fed.



- Furniture & houseware stores are boring for kids.



- IKEA is never nearby.



- Restaurants are expensive for families.

Value Proposition:

“Kids eat free”

Decent food that kids also eat.

Fed kids are happy.

Free food is worth the trip.

Even cheaper than fast food.

— summittelmaa valm
korppi

3 kpl EKBY TONY valk.
hyllylevy, # 119 x 28 cm
24,95
Ant. 301.395.95
hylly 06, lokero 30

6 kpl EKBY LERBERG
kannatin valk.
2 EUR / kpl
Ant. 301.687.24
hylly 06, lokero 25



*You get fresh, hot pizza delivered to your door in 30 minutes
or less – or it's free.*

more efficiency, in more ways

- Thousands of standard silicones
- Competitive, market-based prices
- Available 24/7 online, or through distribution

DISCOVER THE BENEFITS



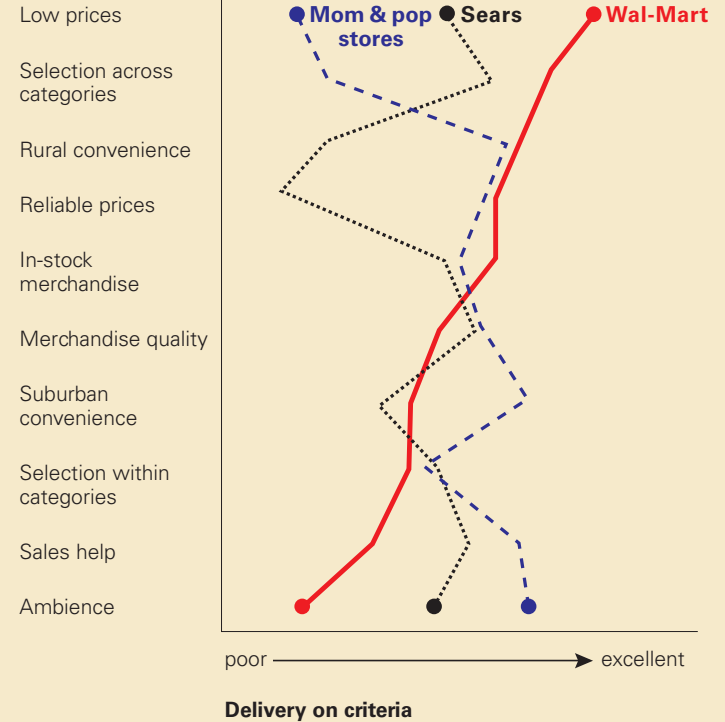
Wal-Mart's Value Proposition

Wal-Mart's value proposition can be summed up as "everyday low prices for a broad range of goods that are always in stock in convenient geographic locations." It is those aspects of the customer experience that the company overdelivers relative to competitors. Under-performance on other dimensions, such as ambience and sales help, is a strategic choice that generates cost savings, which fuel the company's price advantage.

If the local mom-and-pop hardware store has survived, it also has a value proposition: convenience, proprietors who have known you for years, free coffee and doughnuts on Saturday mornings, and so on.

Sears falls in the middle on many criteria. As a result, customers lack a lot of compelling reasons to shop there, which goes a long way toward explaining why the company is struggling to remain profitable.

Customer purchase criteria*



*in approximate order of importance to Wal-Mart's target customer group

Source: Jan Rivkin, Harvard Business School

THE KODAK CAMERA.



"You press the button, -
- - - we do the rest."

The only camera that anybody can use
without instructions. Send for the Primer,
free.

The Kodak is for sale by all Photo stock dealers.

The Eastman Dry Plate and Film Co.,

Price \$25.00—Loaded for 100 Pictures.

ROCHESTER, N. Y.

A full line Eastman's goods always in stock at LOEBER BROS., 111 Nassau
Street, New York.

I promise you value,
if you give me value back!

Potential
customer



Your thing

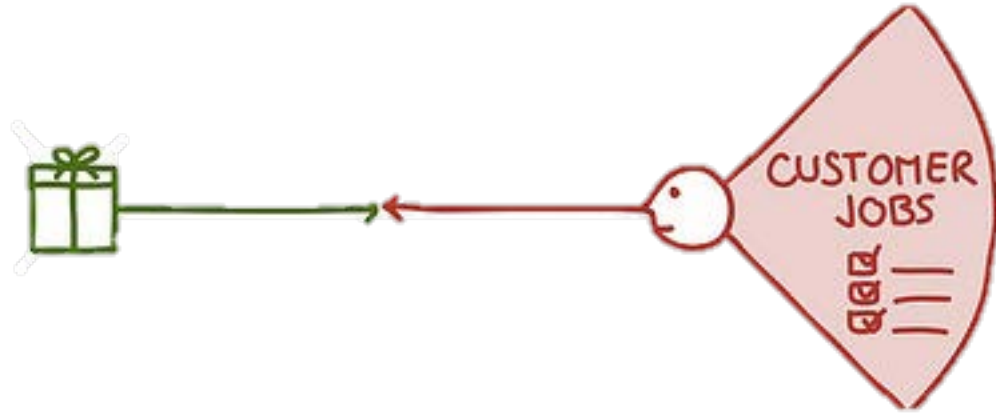


Ok, what valuable could
you give me?

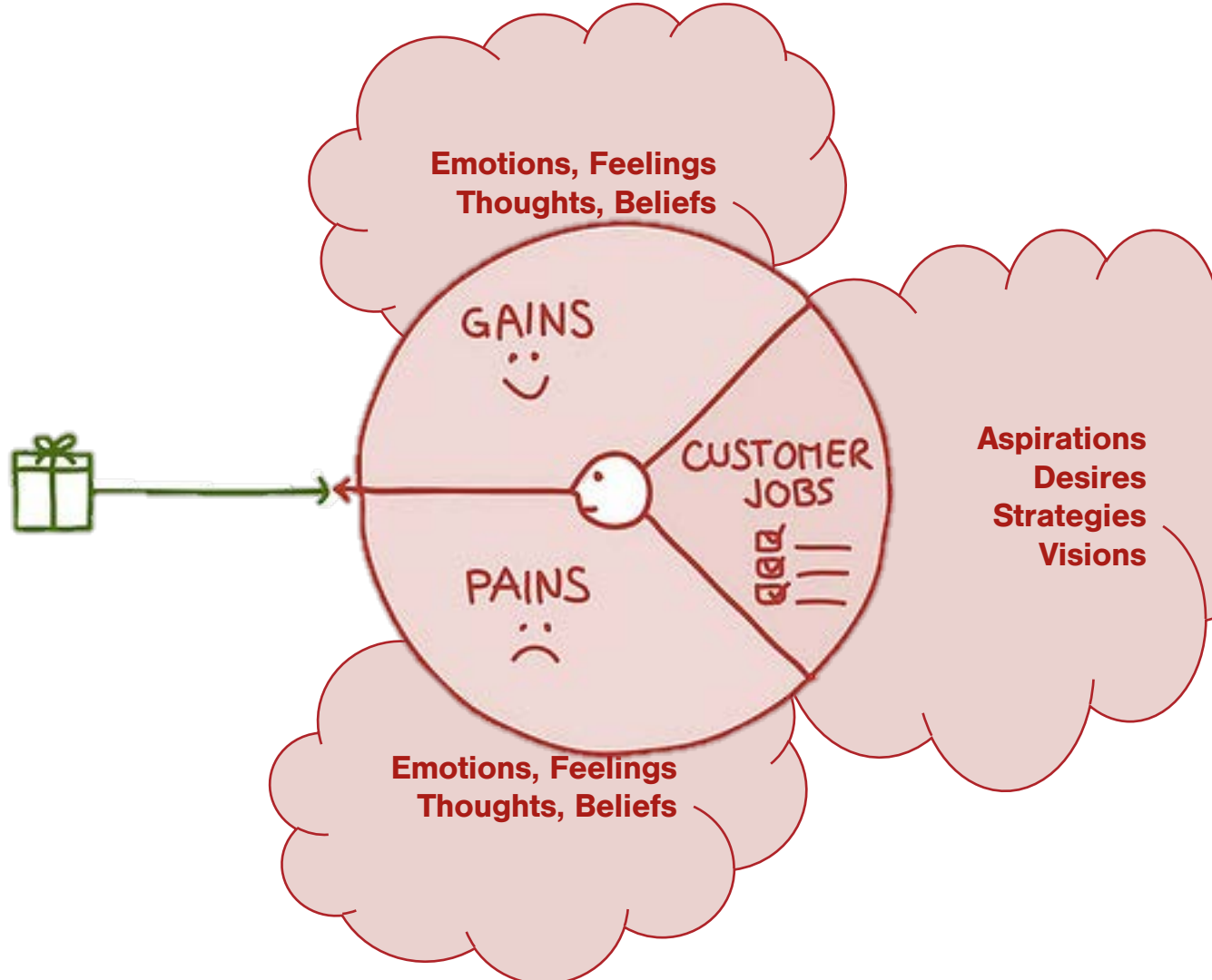
If you give me money,
I'll give you this smartphone app!

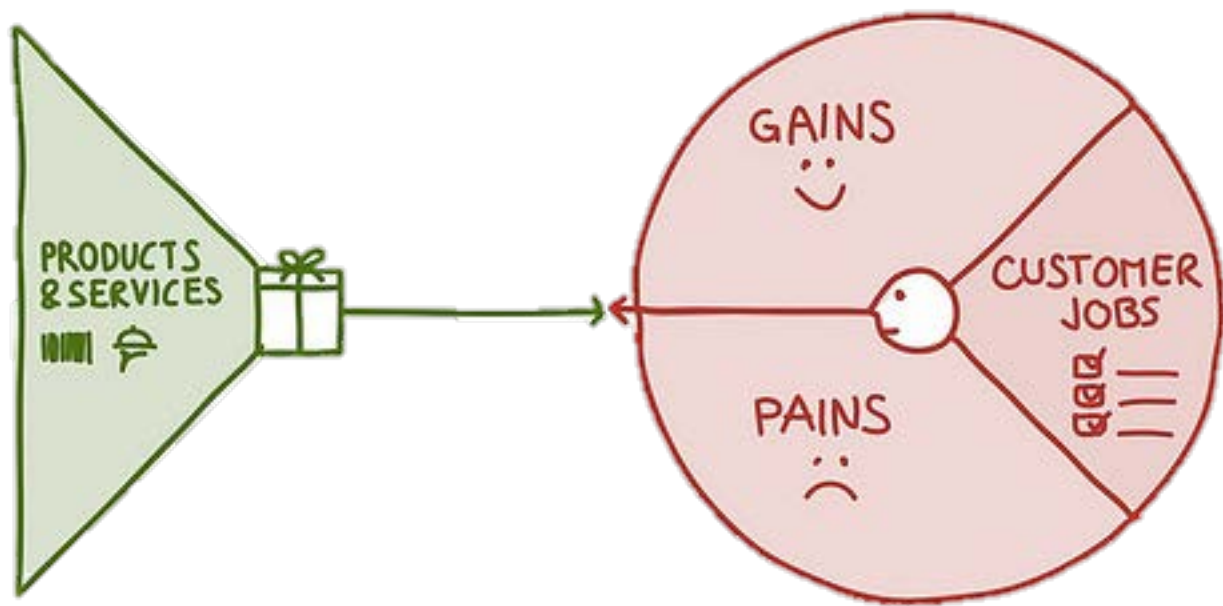


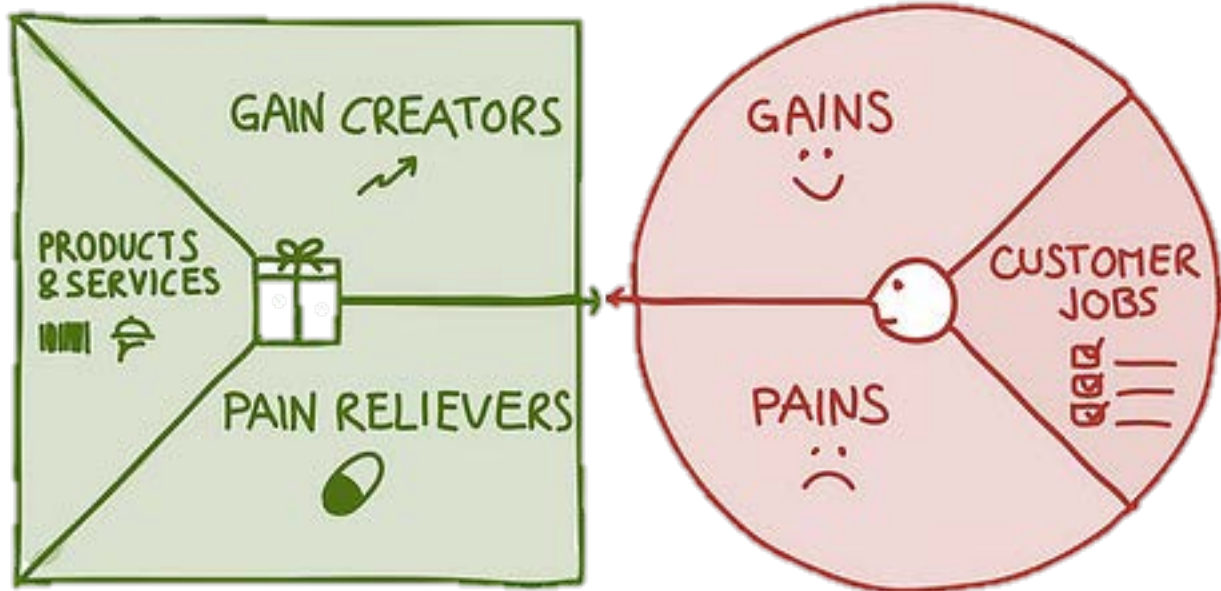
What!?
Stop wasting my time.
Bye-bye!



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







GAIN CREATORS

Ready food.
Food that kids like.
Get to do some shopping.
Spend time productively.

**IKEA®
FAMILY**
Kids Eat Free!

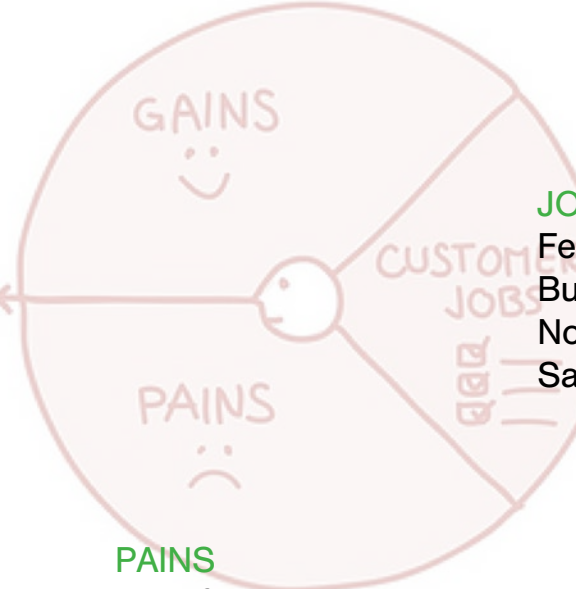
PAIN RELIEVERS

Organic, decent food.
Free for kids!
Full stomachs make happy kids.
Get many things done in one place.



GAINS

I don't have to cook food.
Kids are happy and content.
I do something productive with kids.

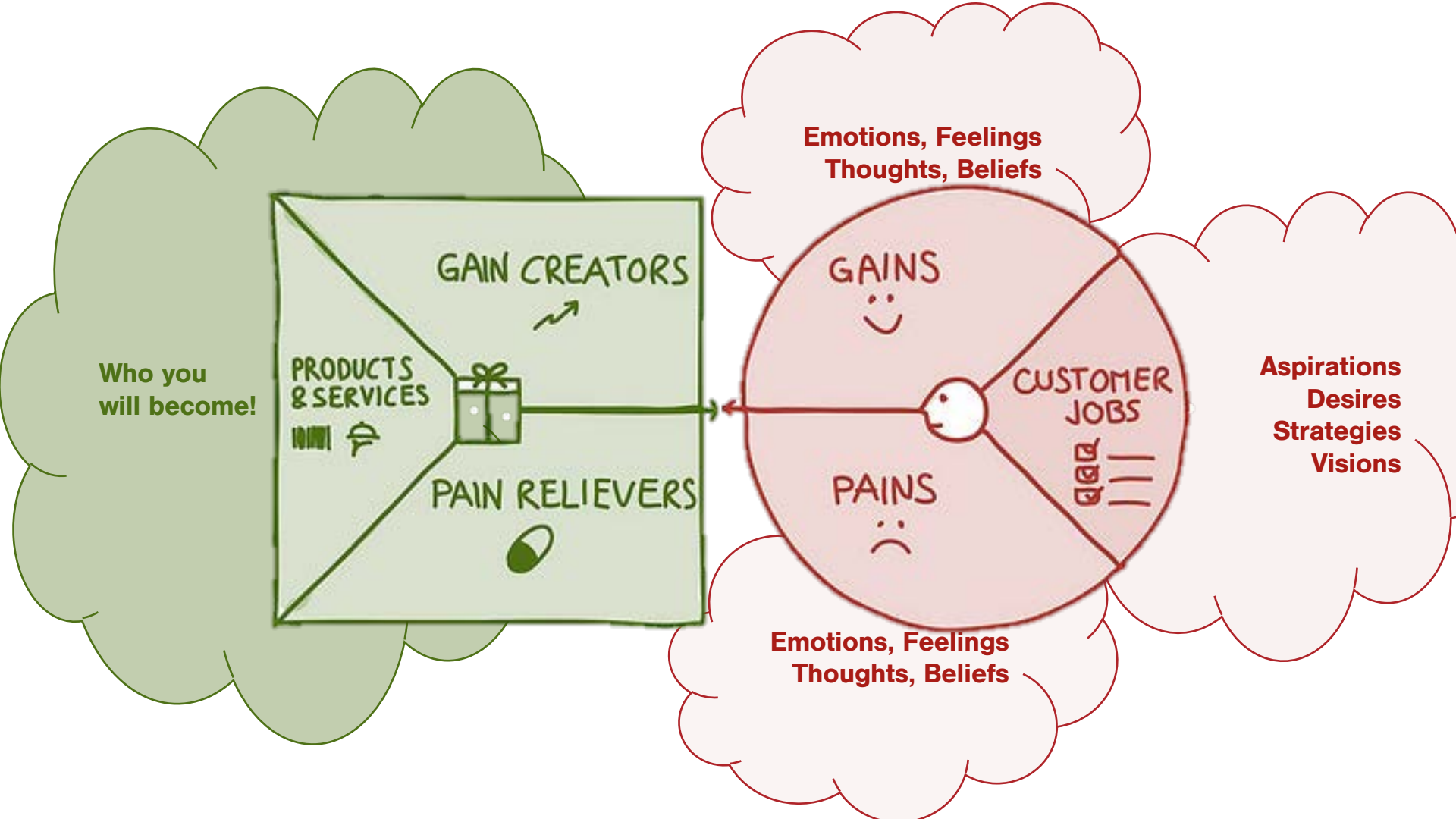


JOBS to be done

Feed my kids.
Buy houseware.
Not junk food.
Save money.

PAINS

Junk food is bad.
Restaurant is €€€!
Kids get bored in stores.
I need to drive by car.

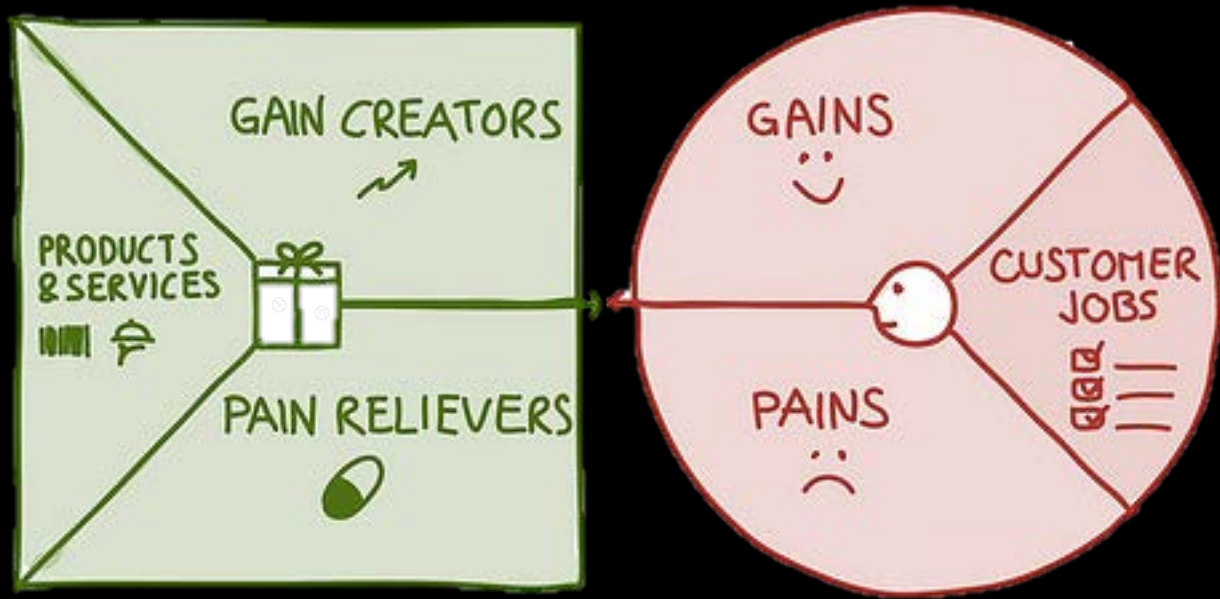


Your customers don't want your client's "thing".

*They want jobs done (rational),
feel good about it (emotional),
and in their terms (empathy).*

A vintage advertisement for the Kodak camera. At the top, the text reads "THE KODAK CAMERA." Below this, on the left, is an illustration of a hand holding a small, boxy camera. To the right of the illustration, the text says "You press the button, - - - we do the rest." Below this, it states "The only camera that anybody can use without instructions. Send for the Primer, free." Further down, it says "The Kodak is for sale by all Photo stock dealers." At the bottom, the company name "The Eastman Dry Plate and Film Co.," is printed in a bold, serif font. Below the company name, the price and specifications are listed: "Price \$25.00—Loaded for 100 Pictures." and the location "ROCHESTER, N. Y." At the very bottom, a line of text reads "A full line Eastman's goods always in stock at LOEBER BROS., 111 Nassau Street, New York."

Do the value proposition, not yet a fully implemented solution.



Concept Sheet

Distill a concept out of your idea

Concept name?

How does it work?

Value to our business?	What differentiates it from other solutions to the same problem?	Value to the customer / end-user?
	<p>Make sure you know what are alternatives for the end-user? "Doing nothing" is always an alternative.</p>	<p>How is the concept helping with the negative emotions related to the current situation?</p> <p>How is the concept making the most out of the positive emotions in the current situation?</p>

How does your concept link back to the societal changes & impact?

Emotional value proposition:

END USER:

RATIONAL NEED:

SOLUTION:

Rational value proposition:

END USER:

RATIONAL NEED:

SOLUTION:

Concept Sheet

Distill a concept out of your idea

Concept name?

Kids eat free!

How does it work?

If you have IKEA family card (membership),
any kids under age of 12 eat free.

Value to our business?

- Family's come to store.
- Positive feeling about brand.

What differentiates it from other solutions to the same problem?

- Free.
- Decent food.
- I get houseware.
- Car trip ☹️
- Far away ☹️

Value to the customer / end-user?

- Feed my kids.
- Buy houseware.
- Not junk food.
- Save money.

How is the concept helping with the negative emotions related to the current situation?

How is the concept making the most out of the



Your three biggest risks this week

You think "this is it!"

Your desire to get a solution makes you forget how little you know about your end-customers after all.

Conformist or radical?

What does your client need and want? Something obvious but well thought, or something wild and well thought?



The engineer in you!

This week the value prop only.
Not how the solution works.
Not the engineering part.

Video #5: What is your value prop?

- Who are your customers (or end users)?
- What problem/need/desire are you solving for them?
- What is your value proposition to them?
- How is it different from existing customer's alternatives?
- How will it benefit the customers?
- How will it help you reach your business objective?
- How does it fulfill emotional desires & aspirations?