

# The Value Proposition Canvas

Use the [value proposition canvas](#) template in Mural!

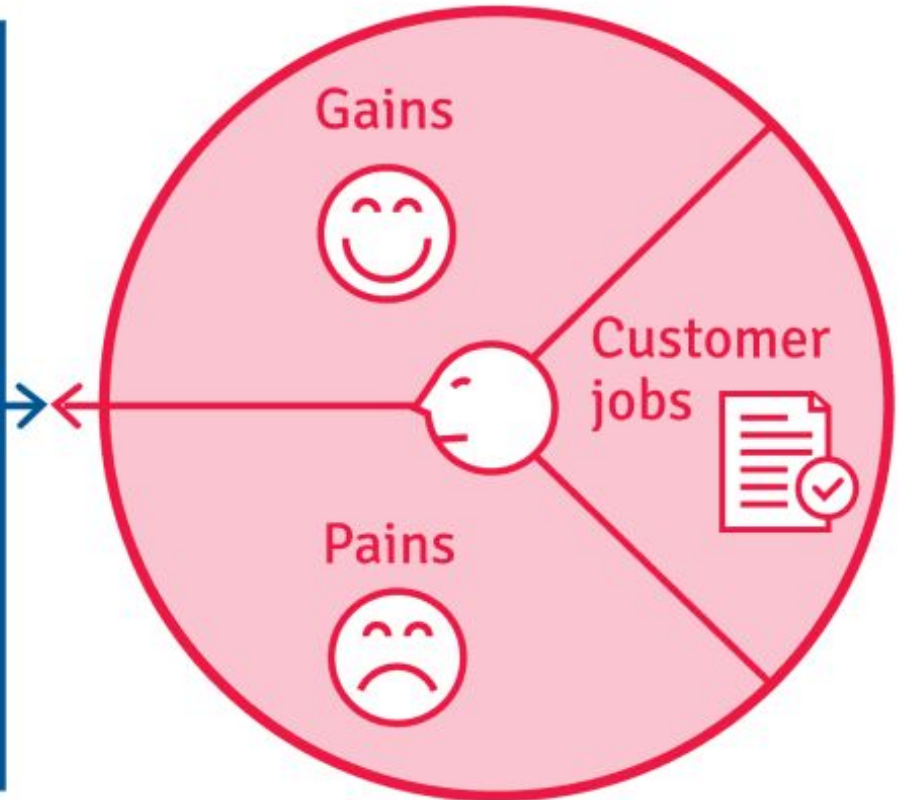
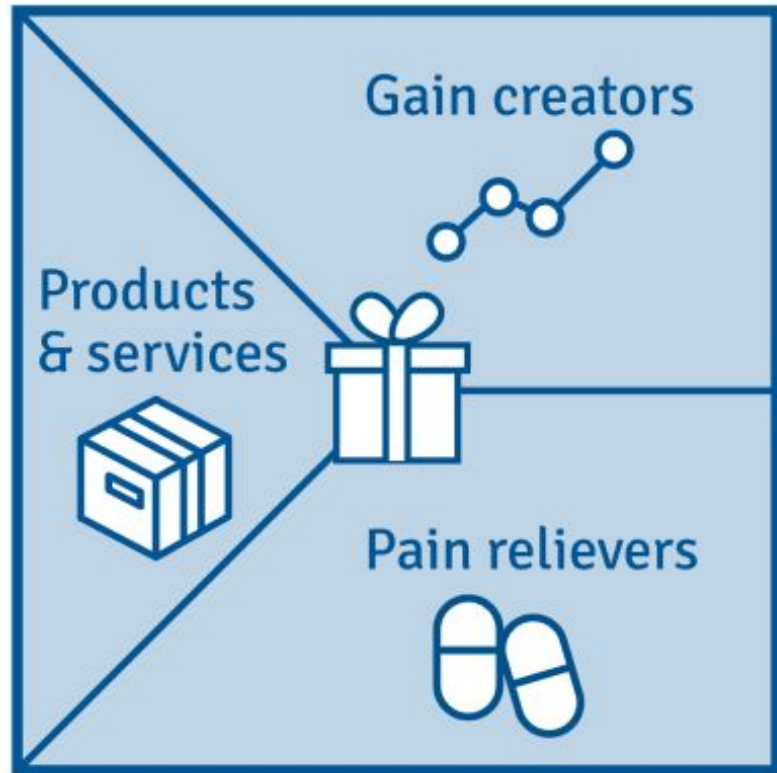
# When might you use this tool?

When you need your idea to work for a specific user—or it won't work at all

When a user is preventing the system from operating as it needs to

When a user's priorities conflict with yours, and you want to establish shared priorities

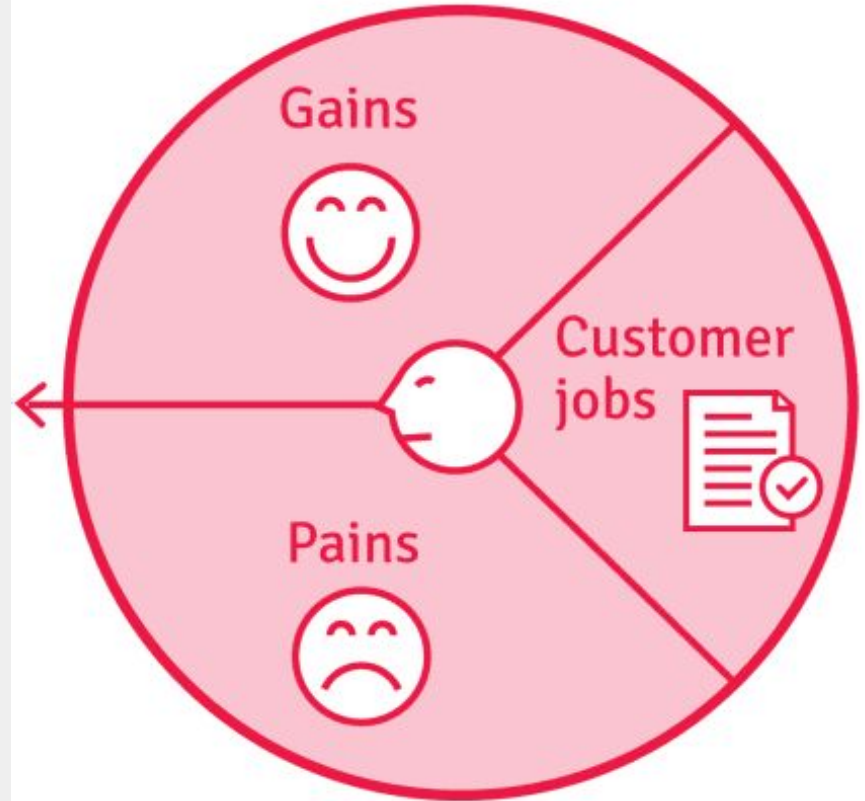
# Tool to make it easy: Value Proposition Canvas



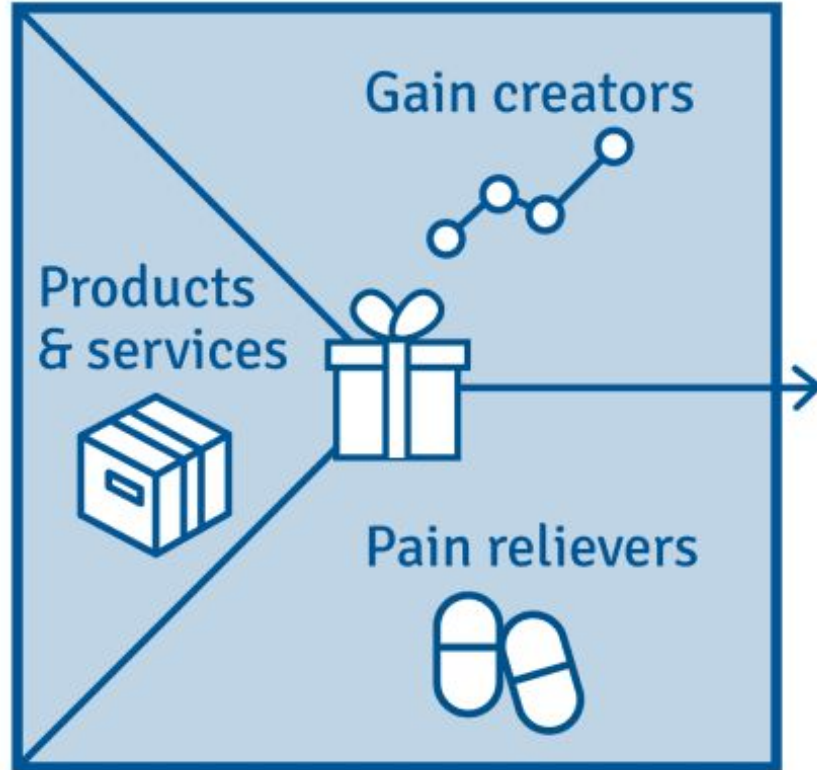
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## Start on the right side, the user profile

- *Customer jobs*: Describe what your user is trying to get done. Tasks to perform, problems to solve, or needs to satisfy.
- *Gains*: Describe benefits your user expects, desires, or would be surprised by.
- *Pains*: Describe negative emotions, undesired costs or situations, and risks that your user experiences.



# Tool to make it easy: Value Proposition Canvas



**Then fill in the left side, your value prop.**

- *Products and services:* List what you're offering to help your user get a functional, social, or emotional job done.
- *Gain creators:* Describe how you'll create benefits, including utility, social gains, or cost savings.
- *Pain relievers:* Describe how you'll alleviate negative emotions, undesired costs or situations, and risks.