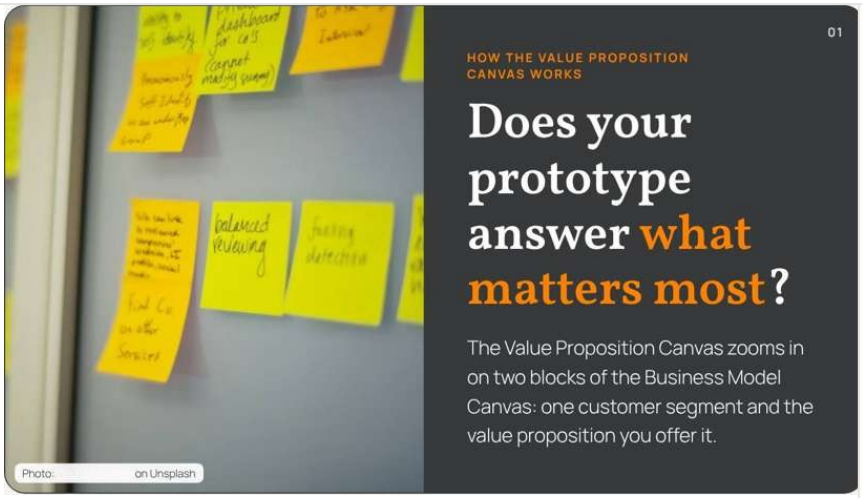
BUAD 497 · SLIDE NOTES

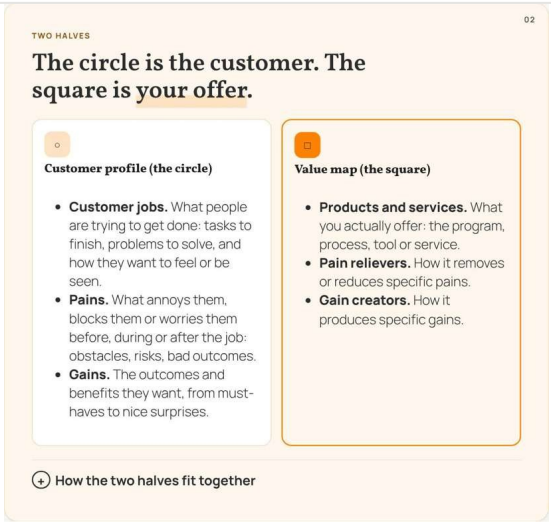
The Value Proposition Canvas

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-497/value-proposition-canvas/



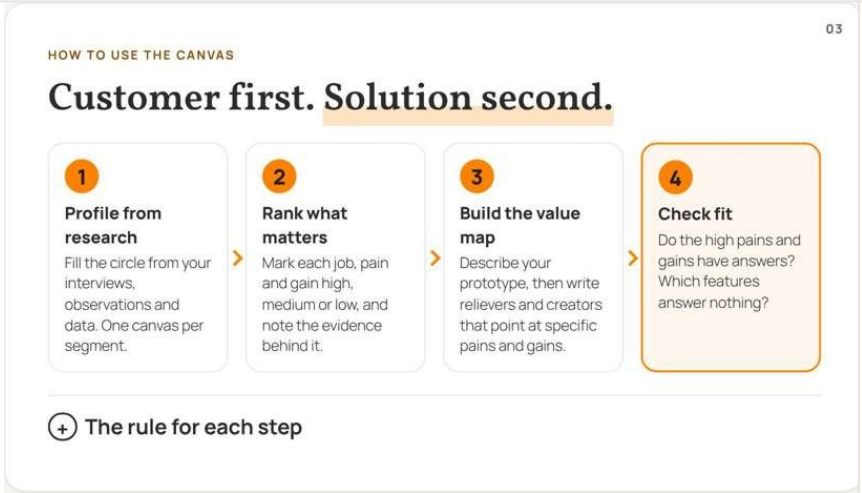
My notes

Slide 1



My notes

Slide 2



My notes

Slide 3

04

YOU ALREADY HAVE THE RAW MATERIAL

If a pain is not in your data, it is an assumption, and the canvas should say so.

Your Inspiration interviews and observations are full of jobs, pains and gains. Pull exact phrases from your notes.

Slide 4

My notes

JOBS TO BE DONE, AGAIN

The job is the progress, not your product.

The customer jobs side connects to the jobs to be done thinking some of you met in marketing courses. The job is the progress a person is trying to make, not your product.



Photo: LinkedIn Sales Solutions on Unsplash

Slide 5

My notes

06

JOBS, PAINS AND GAINS: AN EXAMPLE

Write the customer's job, not your feature.

Common mistake

- **Job:** "Use our permit portal."
- **Pain:** "No checklist exists."
- **Gain:** "A modern website."

VS

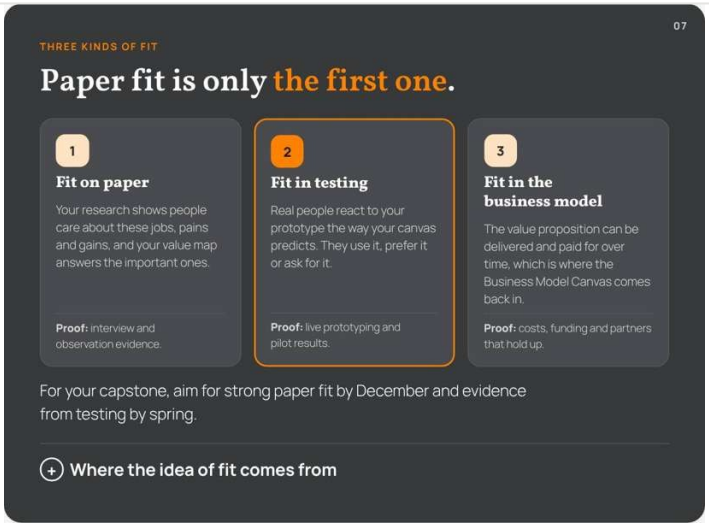
Food truck owner's view

- **Job:** Get legally open before the summer season.
- **Pain:** Forms get rejected for small errors, so the wait starts over.
- **Gain:** Knows the date they can open.

⊕ Jobs, pains and gains: a city's permit process for new food truck owners

Slide 6

My notes



Slide 7

My notes