

Unique Value Proposition Canvas



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<p>CUSTOMER / SERVICE Everything you know about the customer: their name, role/demographics, current situation, how long is your customer, the LTV, how the relationship is structured, etc.</p>	<p>EMOTIONS - PROBLEMS / PAINS What emotional difficulties does the customer experience? For example, do they feel underappreciated, disrespected, fearful about something, or are they fatigued by any issue?</p>	<p>ENVIRONMENT Describe the customer's environment: What does their workspace, office, or personal setting look like? What equipment, software, and tools do they use?</p>
<p>SOCIAL - PROBLEMS / PAINS What difficulties related to their social position and role does the customer experience (e.g., as a business owner, employee, team member, or family member)? Also consider any challenges related to their physical location or community.</p>	<p>WORK - PROBLEMS / PAINS What problems does the customer experience in their daily work or activities? What are the common frustrations related to their tasks, equipment, tools, or physical workspace?</p>	

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VALUES What does the customer value in their relationship with you and your service/product? What do they appreciate in competitors' solutions? What is truly important to them?	TASKS Describe all the tasks the customer performs in their daily work/life, both in the context of using your product/service and in other related activities (e.g., customer service interactions, managing their own processes, etc.).