GOING POSTAL

Design Project 2019

Image: https://www.posti.fi/business/parcels-and-logistics/domestic-parcels/

Aalto University
School of Science

Value Proposition Design

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The new kid on the block

Pages 1-100: https://strategyzer.com/value-proposition-design

New product & service development tools

1. Value proposition

Value Proposition Canvas (VPC)

2. Business model

Business Model Canvas (BMC)

The Business Model Canvas

Designed for:	Designed by:	Date:	Version:

Partners	Activities	Value proposition	Customer relations	Customers/ segments
	Resources		Channels	

Value Proposition Canvas

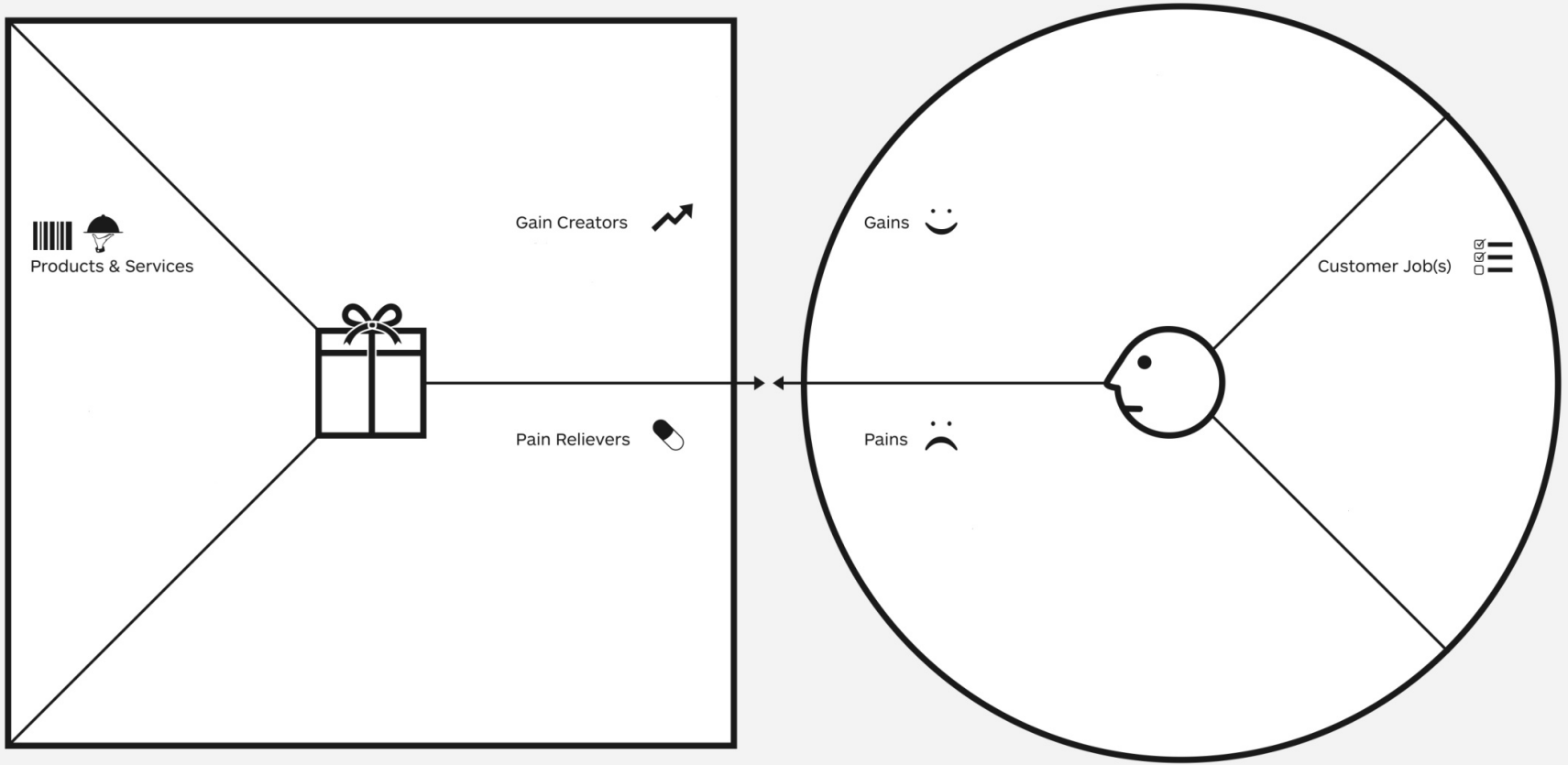
One for each customer segment/value proposition pair

Costs	Revenue

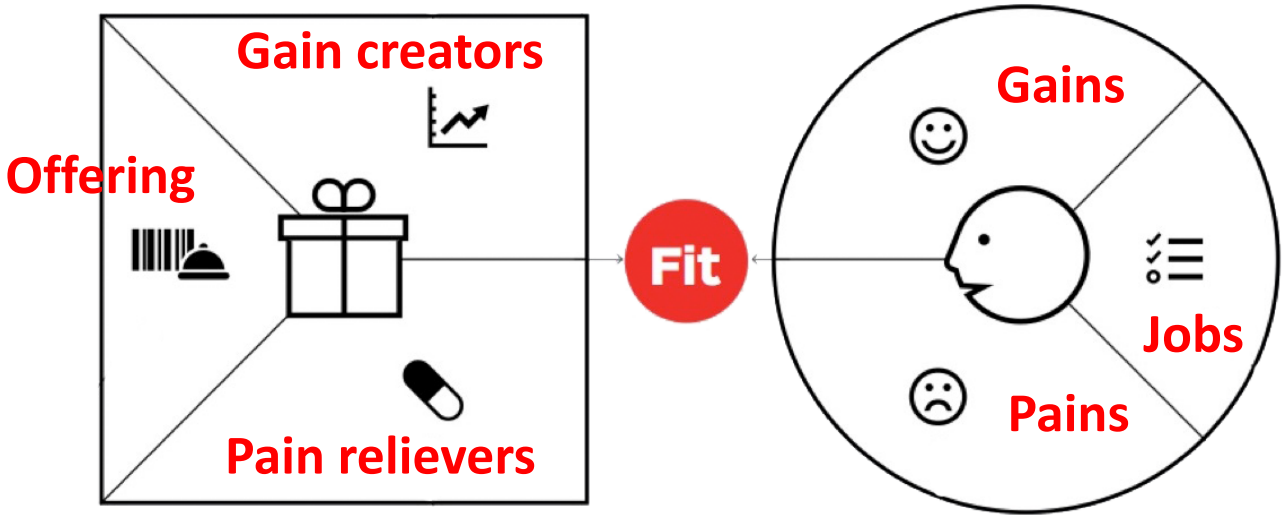
The Value Proposition Canvas

Value Proposition

Customer Segment



Value Proposition Canvas

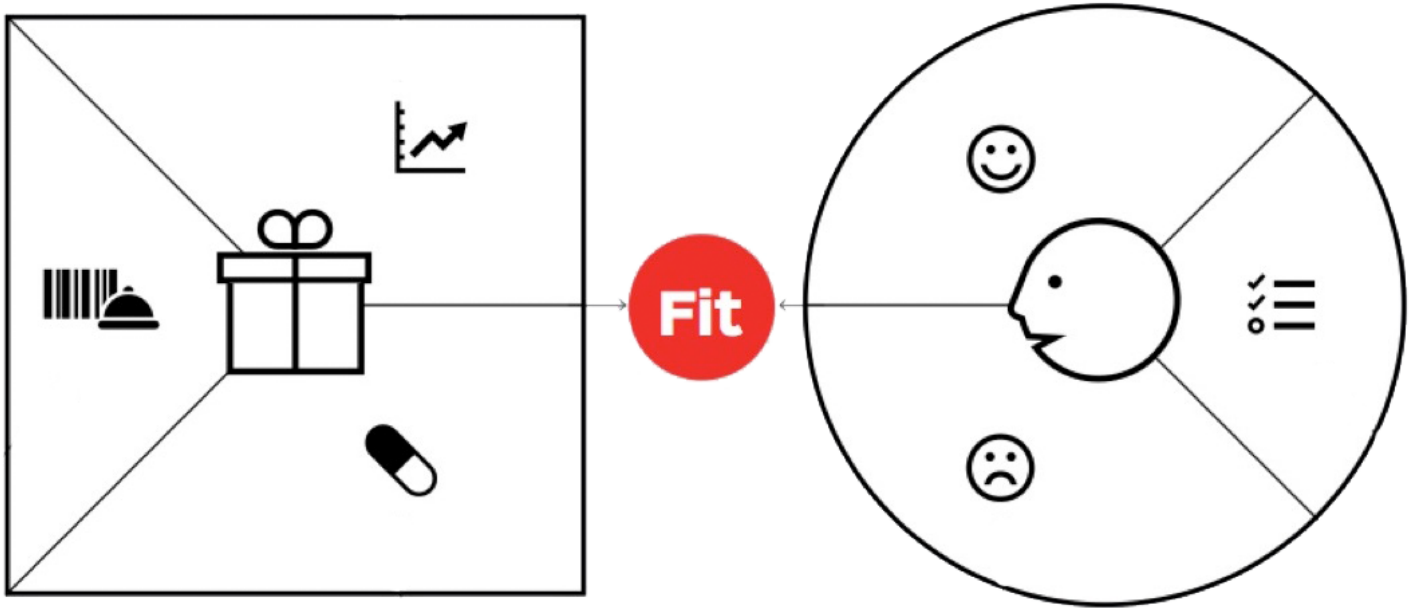


Gain creators ← - - - - - - - - → Gains

Services ← - - - - - - - - → Jobs

Pain relievers ← - - - - - - - - → Pains

Where do I get the input?

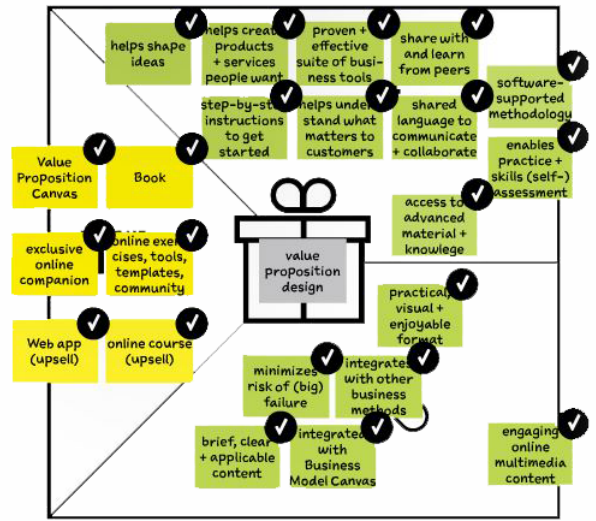


Value map
Defined by you

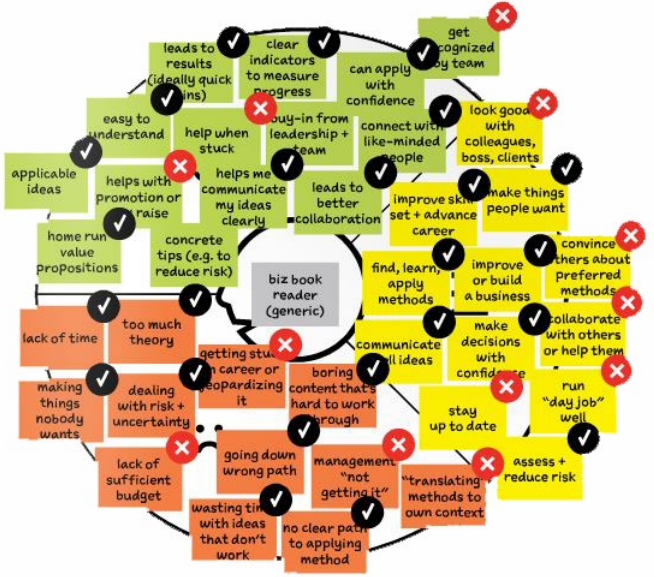
FIT
Validated with real users

Customer profile
Learned from users

There be Post-It's

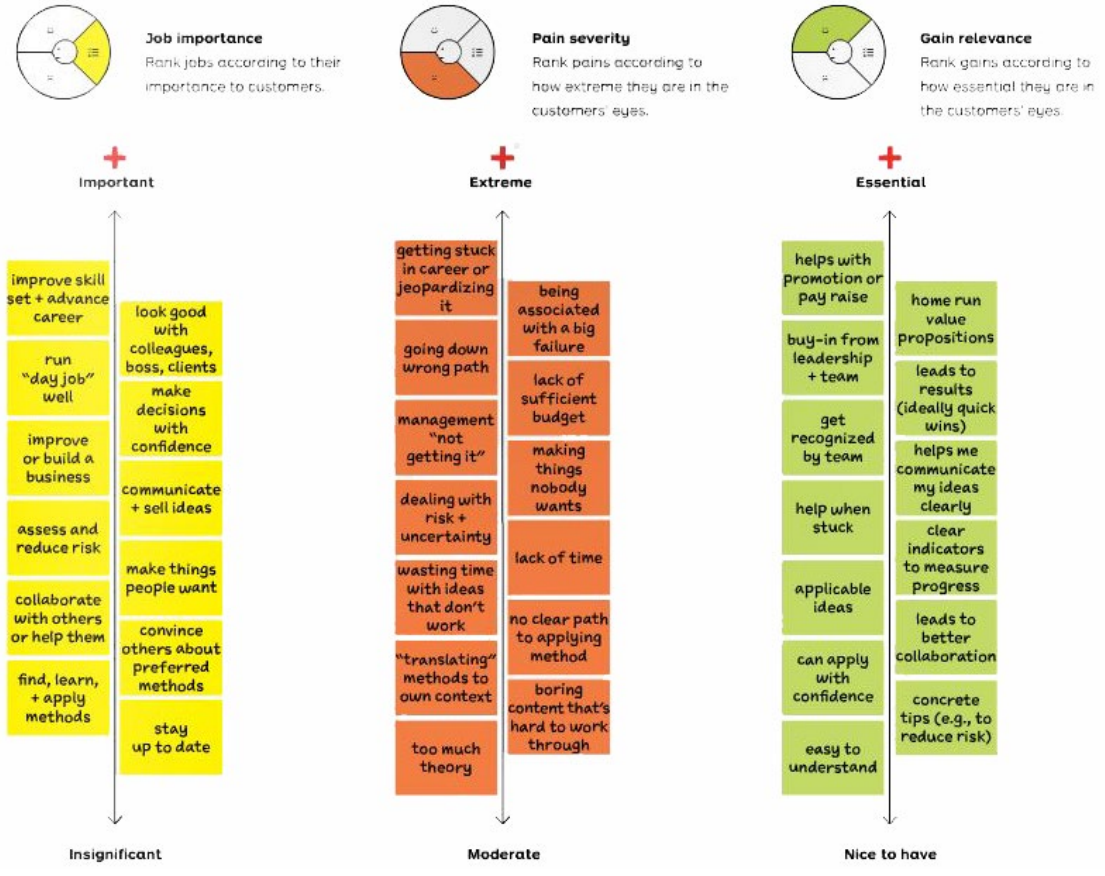


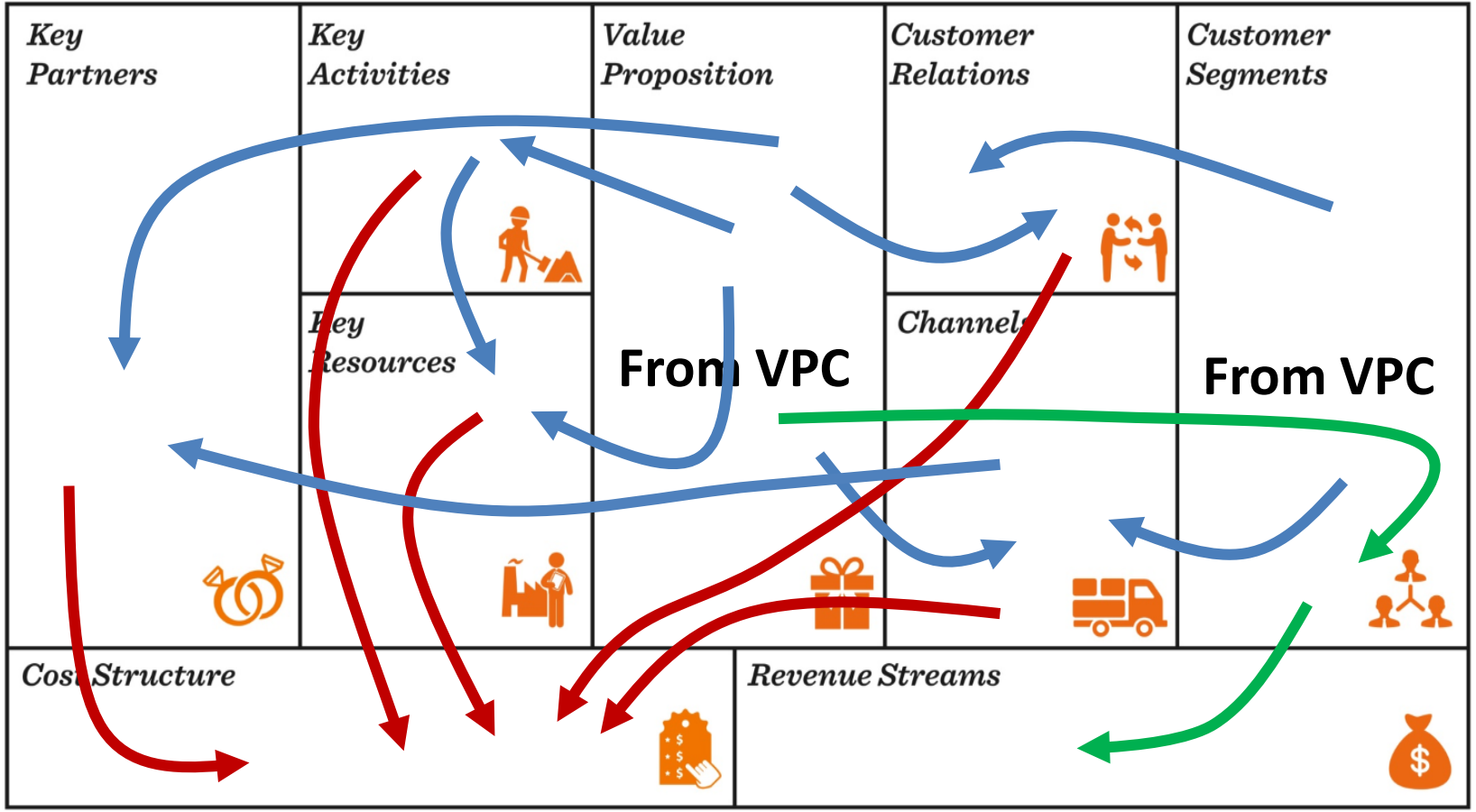
Your innovation and creativity!



Discovered by observing customers

Not all issues are created equal



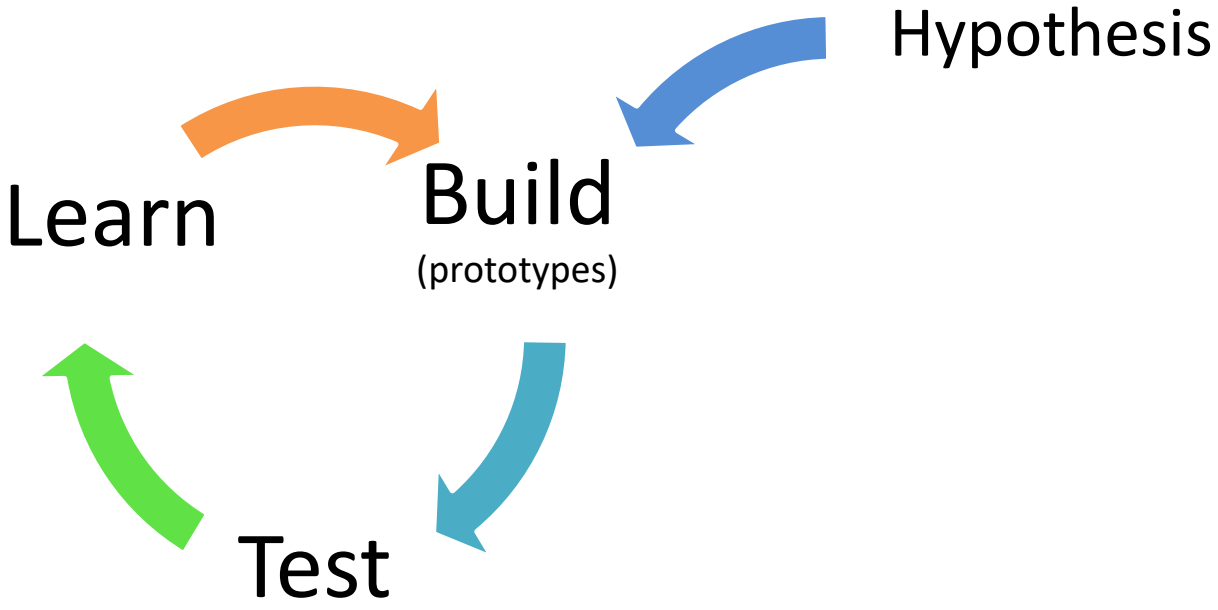


AALTO VENTURES PROGRAM

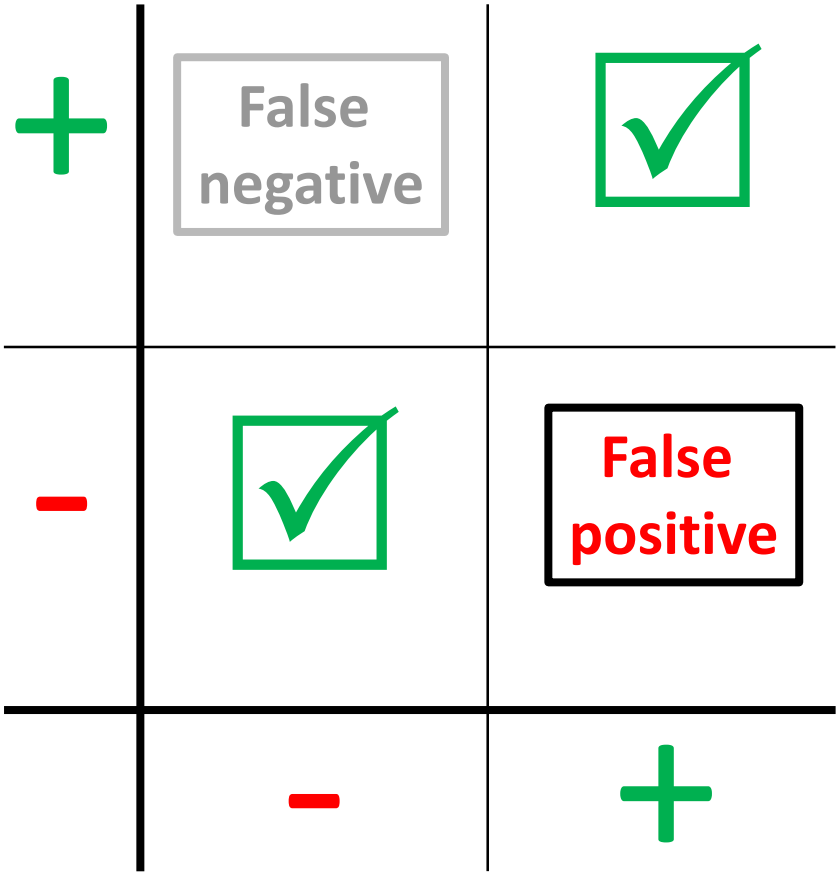
DESIGNED BY: Strategyzer AG

Photo credit: https://www.flickr.com/photos/fcstpauli/

Interative process



True customer opinion



Research result

3. Decision

2. Improving plan

1. New activity