

I ACT COMPETITOR ANALYSIS TOOLKIT 03

HOW TO USE THIS TOOLKIT
Follow the instructions, completing each task with your team. Use sticky notes or simply write on the sheet.

COMPLETE THE WORKSHOP CHALLENGE
When you finish, take a picture of this toolkit and upload it to your Team Page to complete the Workshop Challenge.

1 Understanding how your customers are currently fulfilling their needs can help to determine the strength of your value proposition. Choose a Customer Personas and one of their Jobs to get started.

2 Identify three different ways in which that persona is currently completing the job you have chosen to focus on. Write detailed descriptions of the value provided by those solutions.

3 To determine how much quicker, cheaper or easier to use your value proposition needs to be, quantify the costs the persona is willing to incur in order to access their current solutions. How does your compare?

STEP 1.
PERSONA NAME _____ CUSTOMER JOB / VALUE PROPOSITION: _____

STEP 2.
CURRENT SOLUTION
Describe how this current solution helps the customer to complete their job.

STEP 2.
CURRENT SOLUTION

STEP 2.
CURRENT SOLUTION

3 STEP 3.
ESTIMATE COSTS

TIME How much time does it take?
MONEY How much money does it cost?
EFFORT How easy or difficult is it to find, understand or use?

STEP 3.
ESTIMATE COSTS

TIME
MONEY
EFFORT

STEP 3.
ESTIMATE COSTS

TIME
MONEY
EFFORT

