



1 Describing the solutions that your customers are currently using to serve their needs can help to determine how competitive your Value Proposition is. Choose a Customer Persona to begin.

2 Choose one of their Jobs. Identify three different ways they are currently completing that job. Use the questions provided to understand the value of that solution.

4 Quantify the costs they are willing to incur in order to access each of their current solutions. How does your solution compare in terms of time, money and effort?

1 PERSONA NAME: _____

2 CUSTOMER JOB / VALUE PROPOSITION: _____

3 CURRENT SOLUTION 1

Why are they using this solution?

What are the pros and cons of this solution?

How is your value proposition different?

Why might people choose your value proposition?

CURRENT SOLUTION 2

CURRENT SOLUTION 3

4 ESTIMATE CURRENT 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 and use?

ESTIMATE CURRENT COSTS

TIME
MONEY
EFFORT

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