Communicating architecture with value proposition design

Thijmen de Gooijer
Disclaimer

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We often end up making stuff nobody wants, despite our good ideas and good intentions.
We focus on products and features too much and not on how we create value for customers.
How to create products and services customers want. Get started with...

Value Proposition Design

strategyzer.com/vpd

written by
Alex Osterwalder
Yves Pigneur
Greg Bernarda
Alan Smith

Designed by
Trish Papadakos

WILEY

strategyzer.com/vpd
My Talk

help set priorities

lead dev work

buzzify software

long backlog

learn a new tool

shared priorities
Introduction to
The Business Model Canvas
Reasons for using the Canvas

- **21%** New product/service development within existing business model
- **19%** Strategic reorientation
- **36%** Development of an entirely new business model
- **15%** Renovate old business model

**1** Contribution: None

- Better conversations on strategy: 3.52
- Creating a shared language: 3.5
- Better ideas put on the table/better brainstorming: 3.42

**2** Small

- Better teamwork: 3.19

**3** Good

- Structured, practical outcomes to implement: 3.16
- Better collaboration across disciplines: 3.01
The Business Model Canvas

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
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</tr>
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<td>Key Resources</td>
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<td>Key Resources</td>
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</tbody>
</table>

Cost Structure

Revenue Streams
Introduction to

The Value Proposition Canvas
The Value Proposition Canvas

Value Propositions

Gain Creators

Products & Services

Pain Relievers

Fit

Customer Segments

Customer Gains

Customer Jobs

Customer Pains

Customer Gains

Customer Jobs
Who are your customers?
Complex customers
Understanding your customers

A Day in the Life Worksheet

OBJECTIVE
Understand your customer’s world in more detail

OUTCOME
Map of your customer’s day

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The makers of Business Model Generation and Strategyzer
Define your proposition

Our talk help(s) architects who want to work with business goals by helping in communicating and teaching a new tool. (unlike )
Test the Fit

- Interest & Relevance
- Willingness & Ability to Pay
- Preferences & priorities
My Story

Value Proposition Design at ASSA ABLOY
Turning a Product Into a Service
Customer Segments

- Quick brainstorm
- Set workshop scope
Profiling

- Voice of the Customer
- Sales
- Product owners
- Account managers
Finding Gaps
## Prioritize Development

<table>
<thead>
<tr>
<th>Job ID</th>
<th>Type</th>
<th>Job Description</th>
<th>Priority</th>
<th>Fulfilled</th>
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<tbody>
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<td>Job</td>
<td>Test and deploy</td>
<td>High</td>
<td>Partially</td>
</tr>
<tr>
<td>SF10</td>
<td>Job</td>
<td>Design and develop</td>
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<td>No</td>
</tr>
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<td>Job</td>
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<tr>
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<td>Job</td>
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<td>High</td>
<td>No</td>
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<tr>
<td>AF08</td>
<td>Job</td>
<td>Enhance, maintain</td>
<td>High</td>
<td>Partially</td>
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<tr>
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<td>Job</td>
<td>Design and develop</td>
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<td>Partially</td>
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<td>Job</td>
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<tr>
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<td>Job</td>
<td>Enhance, maintain</td>
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<td>Partially</td>
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<tr>
<td>AF02</td>
<td>Job</td>
<td>Design and develop</td>
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<td>Partially</td>
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<tr>
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<td>SF13</td>
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Summary of lessons learned
Lessons Learned

- Works even for small projects
- Iteration is encouraged: be agile
- Half a day to profile two segments
- Sales loved it
- Embed in a business model
Talk
Audience
Fit?