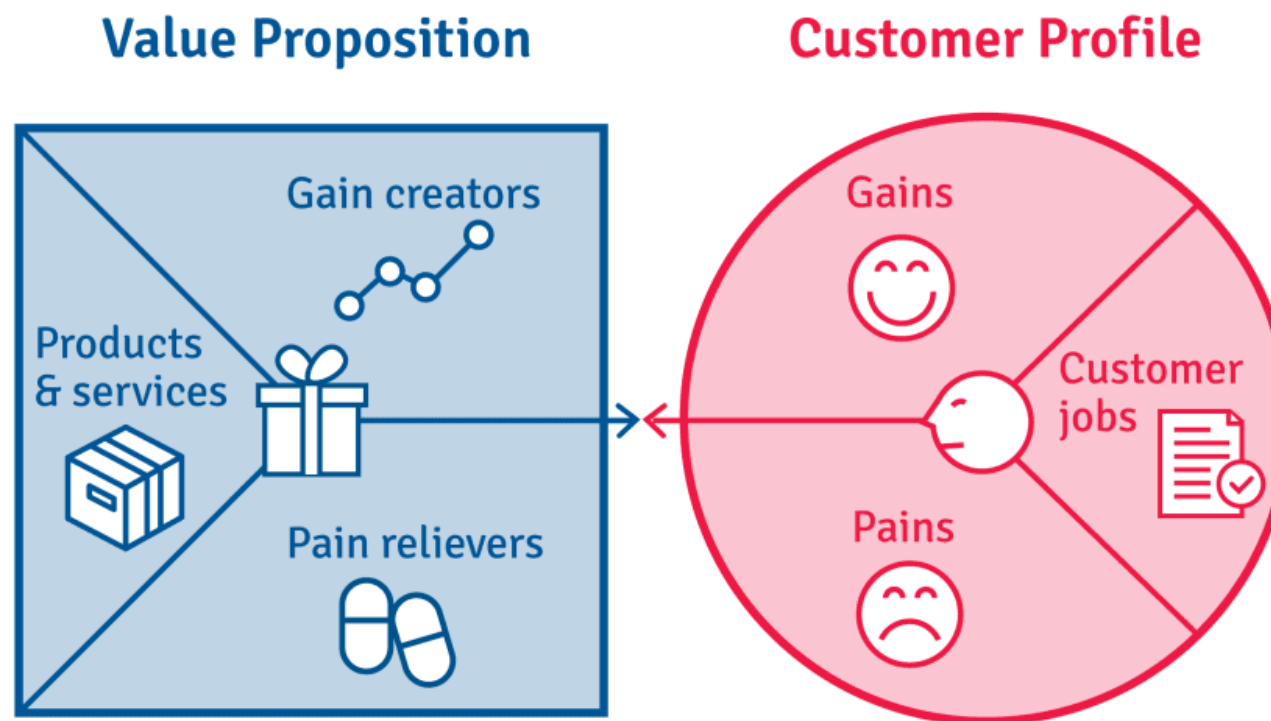


Value Proposition Canvas



Value Proposition Canvas - Customer

- What “job” does a customer “hires” the milkshake to do?
- What “pain” does it relieve?
- Who “gain” does it deliver?



The Commuter



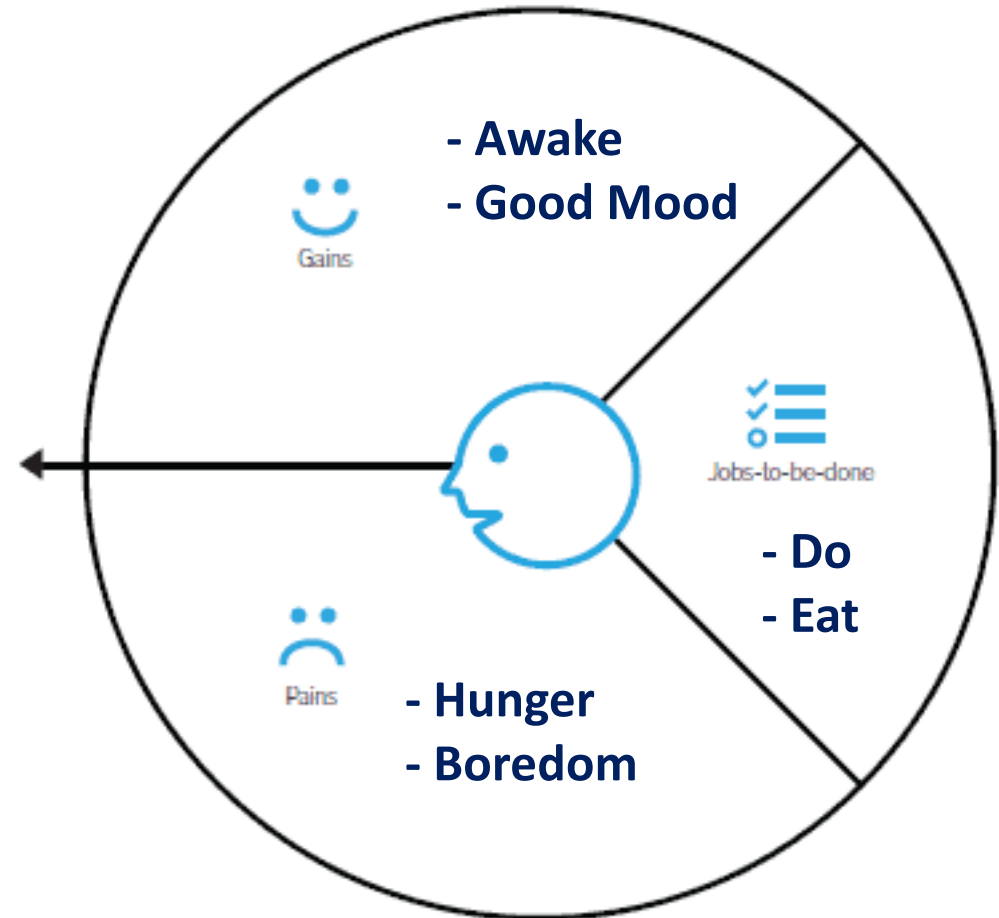
- What “pain” does it relieve?
 - Boredom
 - Hunger
- Features:
 - Big
 - Thick

The Parent



- What “gain” does it deliver?
 - Easy “Yes”
 - Quick
- Features
 - Small
 - Not Thick

The Commuter



The Parent



One Product Concept



- 2 Customer Segments
 - The Commuter
 - The Parent
- Different
 - Jobs, Pains/Gains, and Features