DEVELOPING THE CUSTOMER VALUE PROPOSITION...

1. By understanding the consumer/customer...

2. We can design the offer...

Who are they?

- Demographics
- Profile
- Characteristics

What's happening emotionally?

- Wants
- Needs
- Fears

How do their needs impact them?

What are their pain-points

FEATURES

- What offer would they benefit from?
- What issues are they looking to overcome?

BENEFITS

- What are the benefits?
- •Is the offer good enough?

EXPERIENCE

- How will it make them feel?
- How does this ease or impact their emotional state?

SUBSTITUES (competitors)

- •Where else can they go for help?
- What are the other options available?