

Value Proposition Canvas

Aligning Your Product with Customer Needs

A companion resource from *Agile Meets AI*, Appendix B

Product/Feature: _____

Customer Segment: _____

Customer Profile

Start here — understand your customer before defining your solution

Jobs To Be Done	Pains	Gains
What tasks are they trying to accomplish?	What frustrates them? What obstacles exist?	What outcomes do they desire?
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

Value Map

How your product addresses the customer profile above

Products & Services	Pain Relievers	Gain Creators
What do you offer?	How do you eliminate or reduce pains?	How do you create gains?
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

Fit Assessment

How well does your value proposition address customer needs?

What gaps exist between customer needs and your offering?

What assumptions need validation with real customers?

Key Principle: Always start with the Customer Profile (right side). Understand jobs, pains, and gains before defining your solution. The Value Map should respond to real customer needs, not assumptions.

From *Agile Meets AI: A Pragmatic Guide for Modern Teams* by Sheila Eckert

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