

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
<i>What tasks are they trying to accomplish?</i> 1. 2. 3. 4. 5.	<i>What frustrates them? What obstacles exist?</i> 1. 2. 3. 4. 5.	<i>What outcomes do they desire?</i> 1. 2. 3. 4. 5.

Value Map

How your product addresses the customer profile above

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