Running a Value Proposition Exercise in Your Library

“How-To” Lessons from the ARL Liaison Institute
WELCOME
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Agenda

- Context and overview
- Value proposition design stages
- Preparation and planning
- Discussion
Objectives

• Introduce the basic elements of value proposition design

• Offer tips for facilitating a value proposition conversation in your library
In one sentence...

Why did you choose to attend this webinar?
(type a short response in the chat window)
ARL Liaison Institute

• Liaison librarians (~45)
  – Cornell, Toronto, Columbia

• Objectives
  – Open conversations about liaison work
  – Think like users (esp. faculty and grads)
  – Articulate the value we (think we) bring
ARL Liaison Institute

- Value Proposition Activity
  - 5-6 hours
  - Two different days
- Organization
  - 10 groups (4-5 members)
  - Examined different customer segments
  - Markers, sticky notes, flip chart paper, etc.
Business Terms Ahead

• Customers
• Value proposition
• Segmentation
• Value
• Synergy (kidding...)
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WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement

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Business Model Canvas
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strategyzer.com/vpd
Written by
Alex Osterwalder
Yves Pigneur
Greg Bernarda
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Designed by
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WILEY
WHAT IS VALUE PROPOSITION DESIGN?
Value Proposition

The combination of products and services that create value for a particular customer segment.
Value Proposition

The combination of products and services that create value for a particular customer segment.
Customer Profile Map
Value Proposition

The combination of products and services that create value for a particular customer segment.
Value Map
Value Proposition Canvas

Customer Profile Map

Value Map

Value Proposition Canvas
Value Proposition

Why would people choose us?
Why Value Proposition Design?

- Start with the customer
- Challenge assumptions
- Articulate value clearly
- Build shared purpose and direction
1. CHOOSING A CUSTOMER SEGMENT
Segmentation

The process of dividing a large group of customers into smaller, more definable groups of customers.
Segmentation Strategies

• Geographic
• Demographic
• Behavioral (e.g. benefits, usage, loyalty)
• Psychographic (e.g. values, interests, opinions)
Segmentation Tips

• Choose a segment that you can access

• Resist broad generic categories
  – Turn “faculty” into “early-career faculty” or “Engineering faculty”

• Segment should share a common objective (or obstacle)
2. UNDERSTANDING YOUR CUSTOMER
GAINS + OUTCOMES

JOBS + TASKS

PAINS + FRUSTRATIONS
Customer Profile Map: Jobs

What are your customers trying to get done in their work or in their life?
Jobs + Tasks

What are teaching faculty trying to get done in work and life?

(type a short response in the chat window)
Graduate Students: Jobs

• Present research
• Write papers
• Apply for grants
• Monitor social media
• Socialize with friends
• Childcare responsibilities
• Analyze data
• Teaching assistant role
GAINS + OUTCOMES

JOBS + TASKS

PAINS + FRUSTRATIONS
Customer Profile Map: Pains

What annoys your customers or prevents them from getting their jobs done?
Pains + Frustrations

What annoys teaching faculty and prevents them from getting their jobs done?

(type a short response in the chat window)
Graduate Students: Pains

- Conflict with advisor
- Lack of data
- Depressing job prospects
- Outdated/broken technology
- Lack of study space
- Relationships (roommates!)
- Lack of study space
- No time for social activity
Customer Profile Map: Gains

What are the outcomes or benefits that your customers want?
(e.g. social gains, positive emotions, cost savings)
Gains + Desired Outcomes

What are the outcomes or benefits that teaching faculty want?
(e.g. social gains, positive emotions, cost savings)

(type a short response in the chat window)
Graduate Students: Gains

- Future earning prospects
- Build personal reputation
- Develop employable skills
- Receive grants
- Start/continue raising a family
- Improve scholarly self-esteem
- Develop employable skills
- Attract grant money
3. DESCRIBING PRODUCTS AND SERVICES
Value Map: Products + Services

What products or services do you offer that your customer would be interested in?
Products + Services

What products or services do you offer that teaching faculty would be interested in?

(type a short response in the chat window)
Graduate Students: Products

- GIS and data services
- Location and salary data
- Documenting impact (for promotion)
- Institutional repository
- Financial literacy workshops
- Remote access to resources
- Research support
- Course/curriculum design help
GAIN CREATORS

PRODUCTS SERVICES

PAIN RELIEVERS
Value Map: Pain Relievers

How do your products alleviate customer pains? How will you reduce the frustrations your customer experiences?
Grad Students: Pain Relievers

- Citation management tools
- Empathetic non-judgmental help
- Workshops on finding grants
- Save time with remote access
- Reduce costs for expensive resources
- Reduce anxiety about teaching
- Personal research support
Value Map: Gain Creators

How do your products create customer gains? How will you produce the outcomes your customer wants?
Grad Students: Gain Creators

- Enhance communication skills
- Access to rare resources
- Increase efficient use of time (e.g. citation management)
- Promote their work
- Provide quiet study space
4. ARTICULATING BENEFITS
Value Proposition Canvas

Customer Profile Map

Value Map

GAINS + OUTCOMES

PAINS + FRUSTRATIONS

JOBS + TASKS

GAIN CREATORS

PRODUCTS SERVICES

PAIN RELIEVERS

Value Proposition Canvas
Value Proposition Ad-lib

Our [choose a product or service] help(s) [name your customer segment] who want to [itemize the task they want to do] by [describe what your solution does].
Value Proposition Ad-lib

Our *Open Access Fund* help(s)*
[name your customer segment] who want to
[itemize the task they want to do] by
[describe what your solution does].
Value Proposition Ad-lib

Our *Open Access Fund* help(s) *mid-career faculty* who want to [itemize the task they want to do] by [describe what your solution does].
Value Proposition Ad-lib

Our **Open Access Fund** help(s) **mid-career faculty** who want to **amplify their scholarly impact** by **[describe what your solution does]**.
Our Open Access Fund help(s) mid-career faculty who want to amplify their scholarly impact by increasing access to their research.
5. VALIDATING VALUE PROPOSITIONS
Problem-Solution Fit

• Identified jobs, pains, gains for your customer segment
• Articulated value propositions

• Next step
  – Determine whether or not customers see the same value
Product-Market Fit

• Customers are using your products or services in increasing numbers
• Evidence that a market is emerging

• Next step
  – Refine based on customer interaction; Monitor and anticipate demand
Business Model Fit

• Value propositions are aligned with the customers’ wants/needs

• Customers come back to use the service

• Next step
  – Situate the value proposition within a sustainable and scalable model to continue offering value
KEY QUESTIONS FOR PLANNING
Planning Considerations

• What is your objective?
  – Start a conversation v. Solve a problem

• What are your deliverables?
  – Tangible takeaways from the workshop
  – Anticipated next steps following the workshop
Planning Considerations (cont’d)

• What is the timeline?
  – When do you need to make decisions?
  – When is everyone available?

• Where should you host the meeting?
  – On-site v. Off-site
Planning Considerations (cont’d)

• Who needs to be there?
  – Staff v. stakeholders v. customers

• What is the best group composition?
  – Random v. self-selection v. assigned
  – Small teams v. large teams
Planning Considerations (cont’d)

• How will participants select customer segments?
  – Random v. assigned v. self-selection

• Should you order food?
  – Yes. Always yes.
ADVANCED PREPARATION

< Toolkit p. 16 >
Advanced Preparation

• Gather materials
  – Markers, sticky notes, pens, etc.

• Draw charts
  – Customer Profile Map, Value Map

• Draft and copy handouts
  – Agenda, prompting questions, ad-lib activity, etc.
Advanced Preparation (cont’d)

• Compose groups
  – Assign groups (if you want)

• Gather instructions for activities
  – PowerPoint v. worksheets

• Outline your rationale
  – Why is everyone doing this?
REVIEW + WRAP UP
Five Basic Stages

• Choosing a segment
• Understanding the customer
• Describing products and services
• Articulating benefits
• Validating statements
QUESTIONS + COMMENTS
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