

Running a Value Proposition Exercise in Your Library

“How-To” Lessons from the
ARL Liaison Institute

**ASSOCIATION
OF RESEARCH
LIBRARIES**

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
(JUNE 2015)**

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.

OVERVIEW

< Toolkit p. 2 >

Business Terms Ahead

- Customers
- Value proposition
- Segmentation
- Value
- Synergy (kidding...)

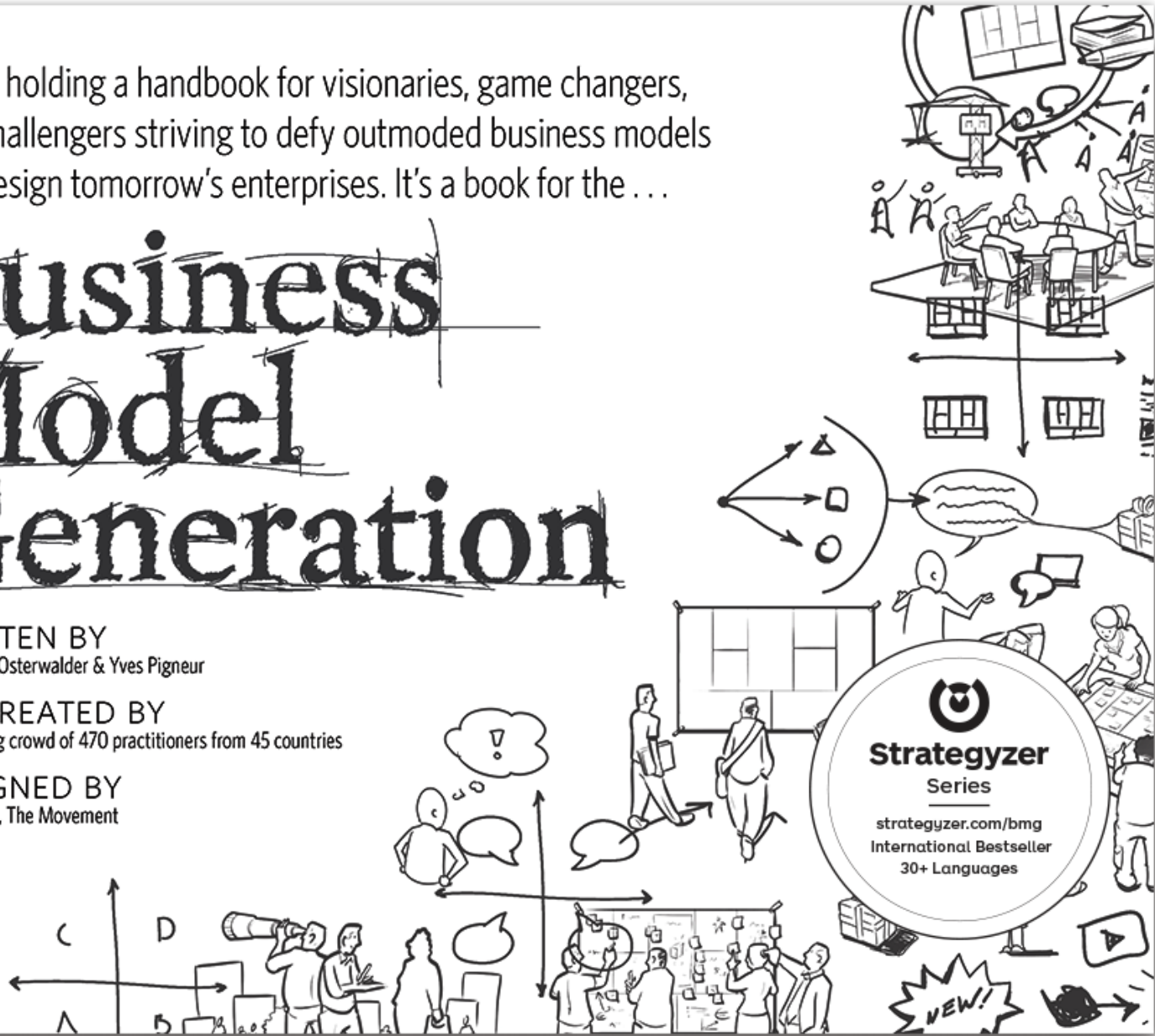
You're holding a handbook for visionaries, game changers,
and challengers striving to defy outmoded business models
and design tomorrow's enterprises. It's a book for the . . .

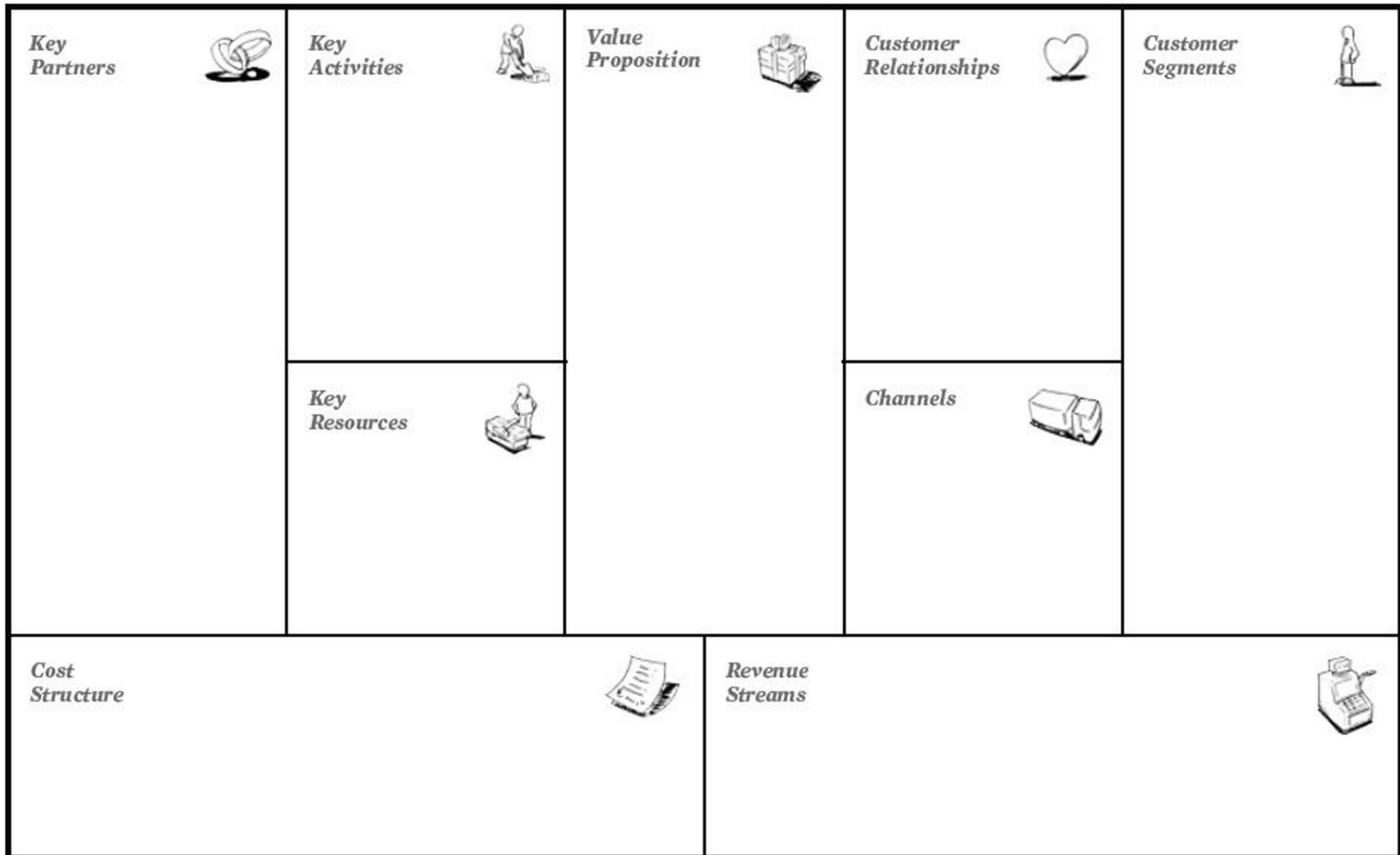
Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

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

DESIGNED BY
Alan Smith, The Movement





Business Model Canvas

How to create products and services customers want.
Get started with...

Value Proposition Design

strategyzer.com/vpd

Written by
Alex Osterwalder
Yves Pigneur
Greg Bernarda
Alan Smith

Designed by
Trish Papadakos

WILEY



WHAT IS VALUE PROPOSITION DESIGN?

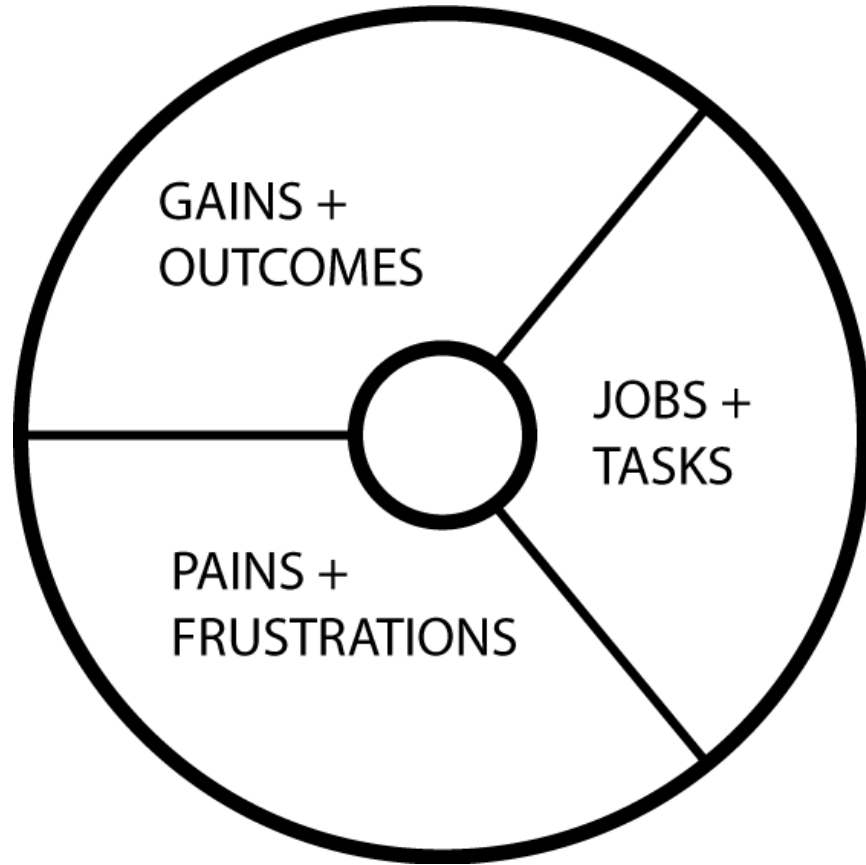
< Toolkit p. 4 - 5 >

Value Proposition

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

Value Proposition

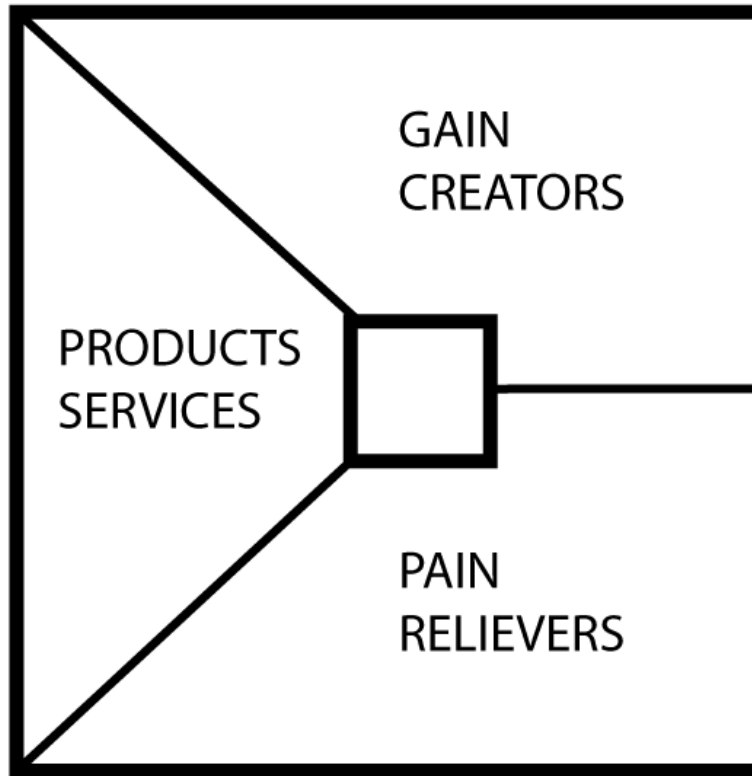
The combination of products and services that create value for a particular customer segment.



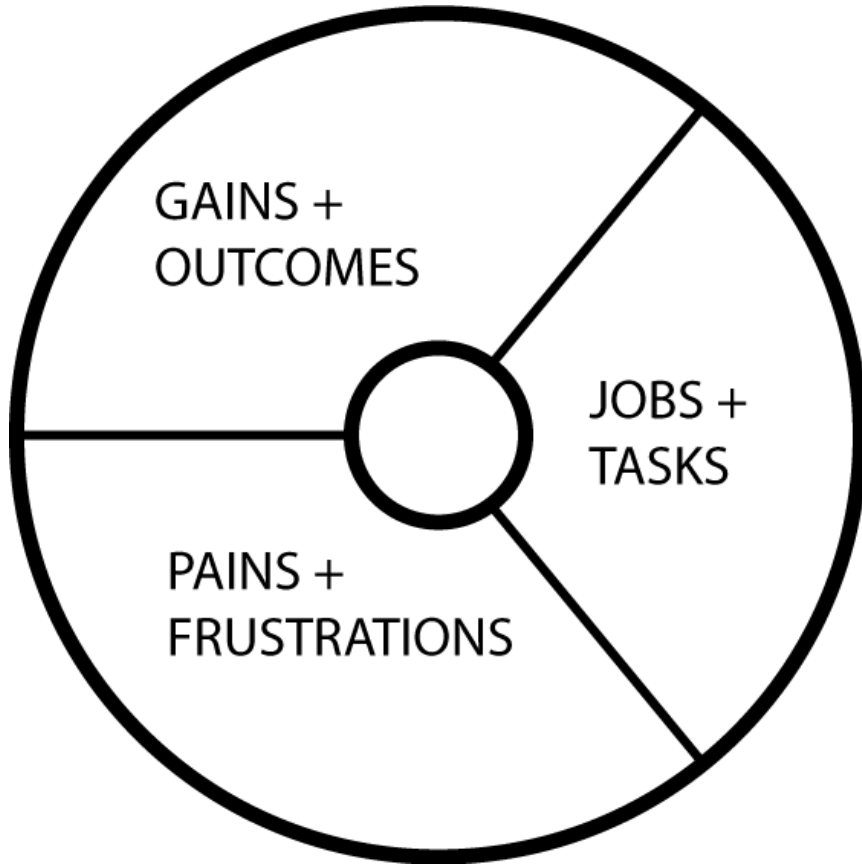
Customer Profile Map

Value Proposition

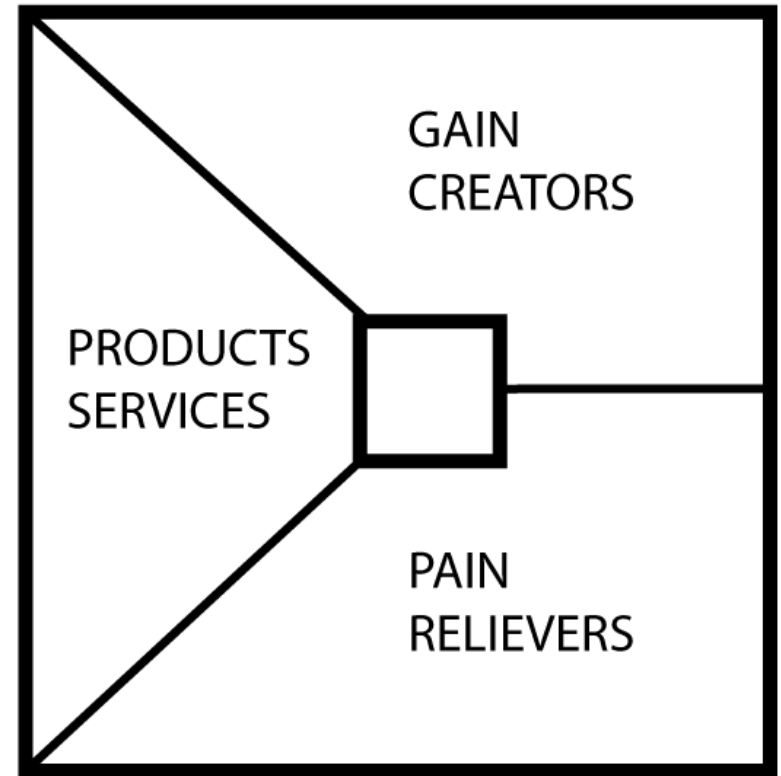
The combination of products and services that create value for a particular customer segment.



Value Map



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

< Toolkit p. 6 >

Segmentation

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

Segmentation Strategies

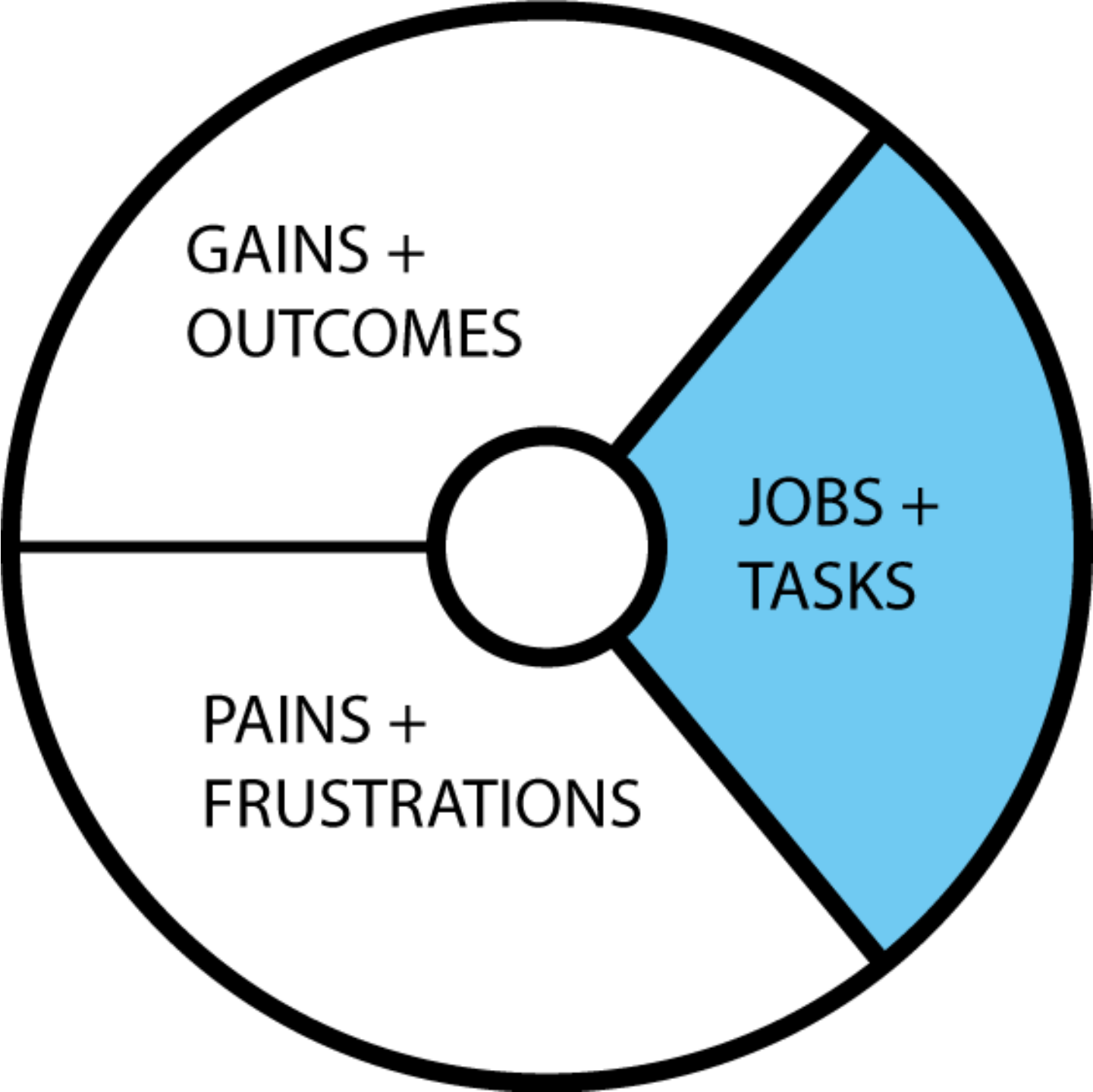
- Geographic
- Demographic
- Behavioral (e.g. benefits, usage, loyalty)
- Psychographic (e.g. values, interests, opinions)

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

< Toolkit p. 7 - 9 >



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?

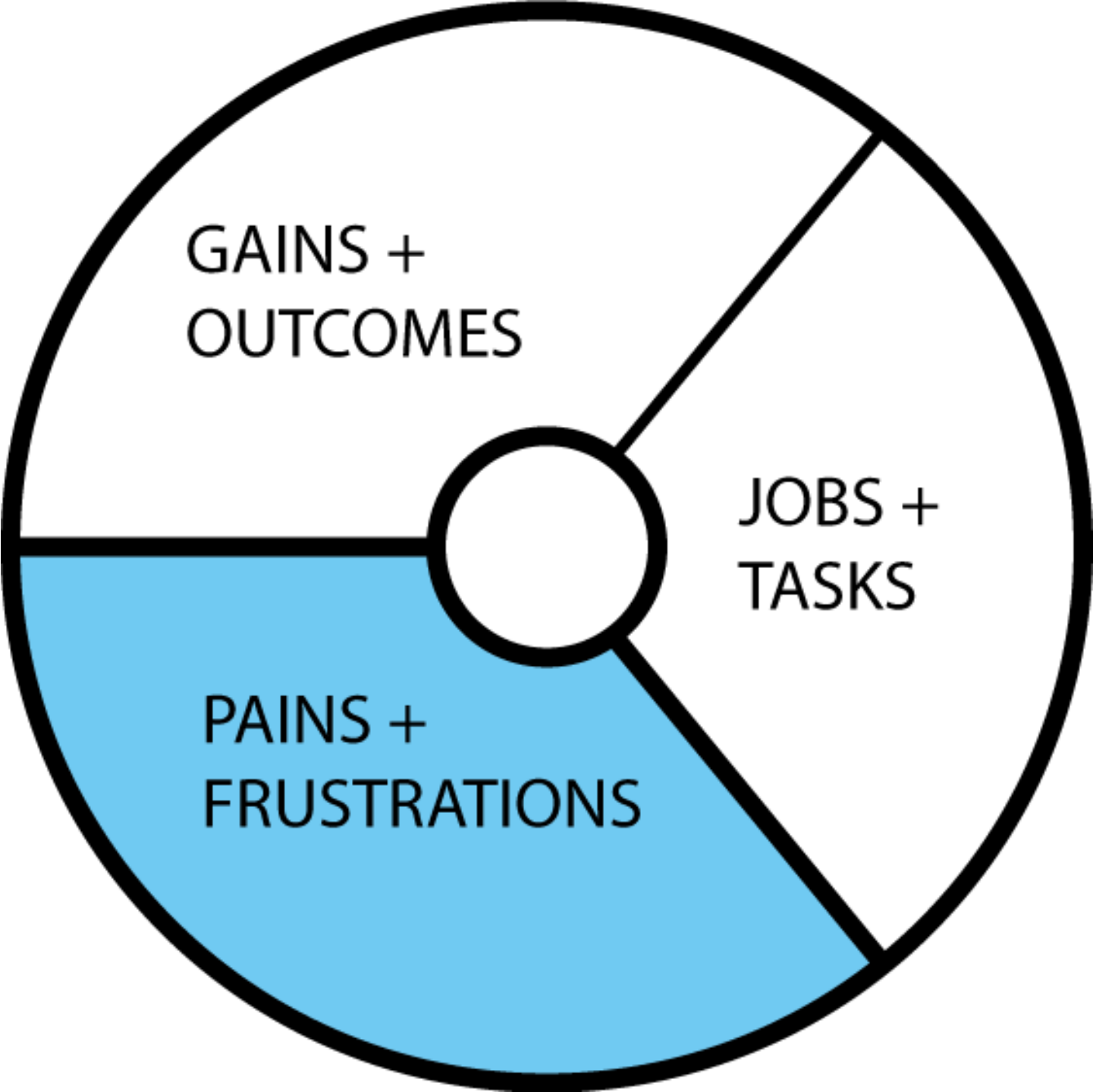
Jobs + Tasks

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?

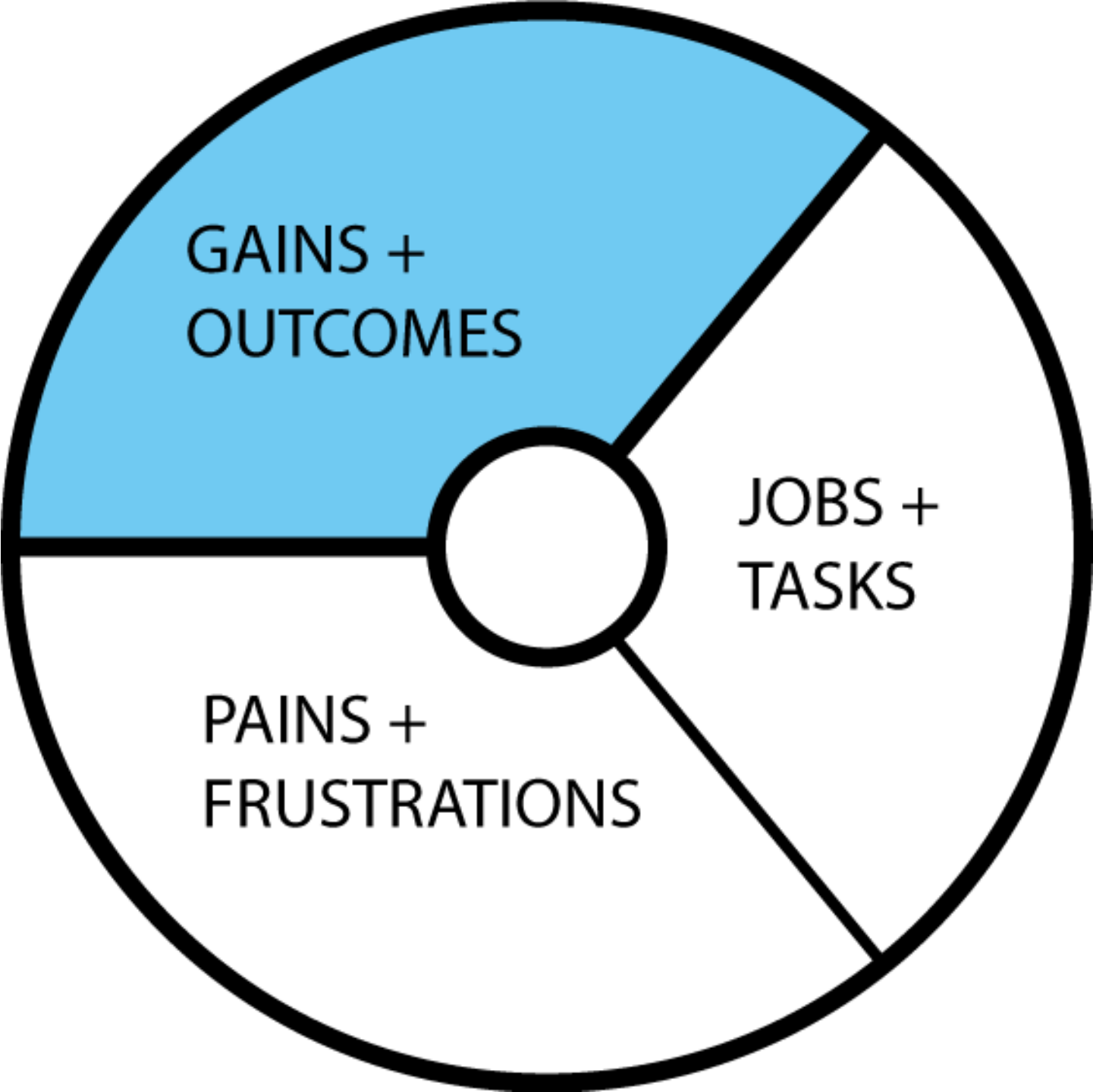
Pains + Frustrations

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



GAINS +
OUTCOMES

JOBS +
TASKS

PAINS +
FRUSTRATIONS

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

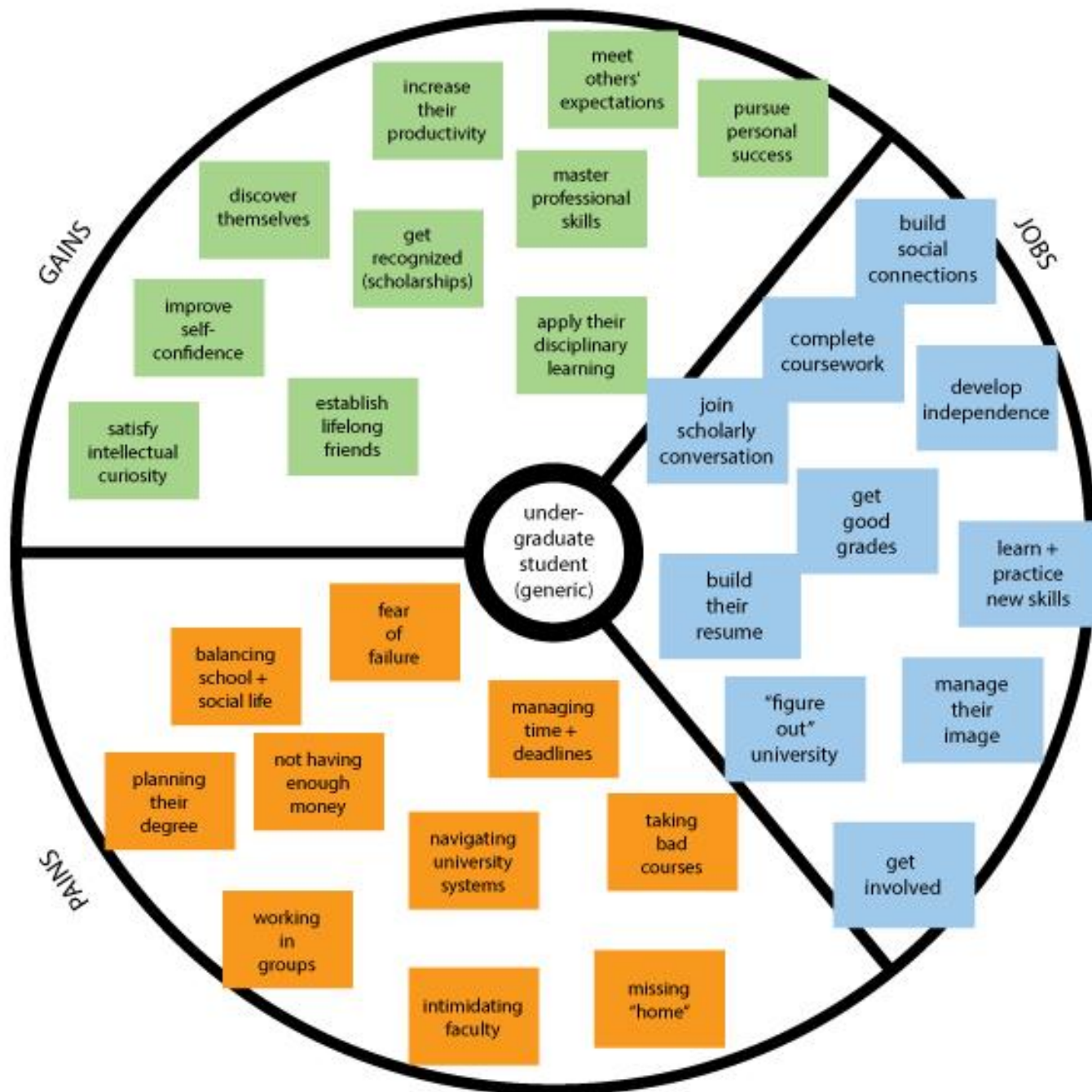
What are the outcomes or benefits that teaching faculty want?

(e.g. social gains, positive emotions, cost savings)

(type a short response in the chat window)

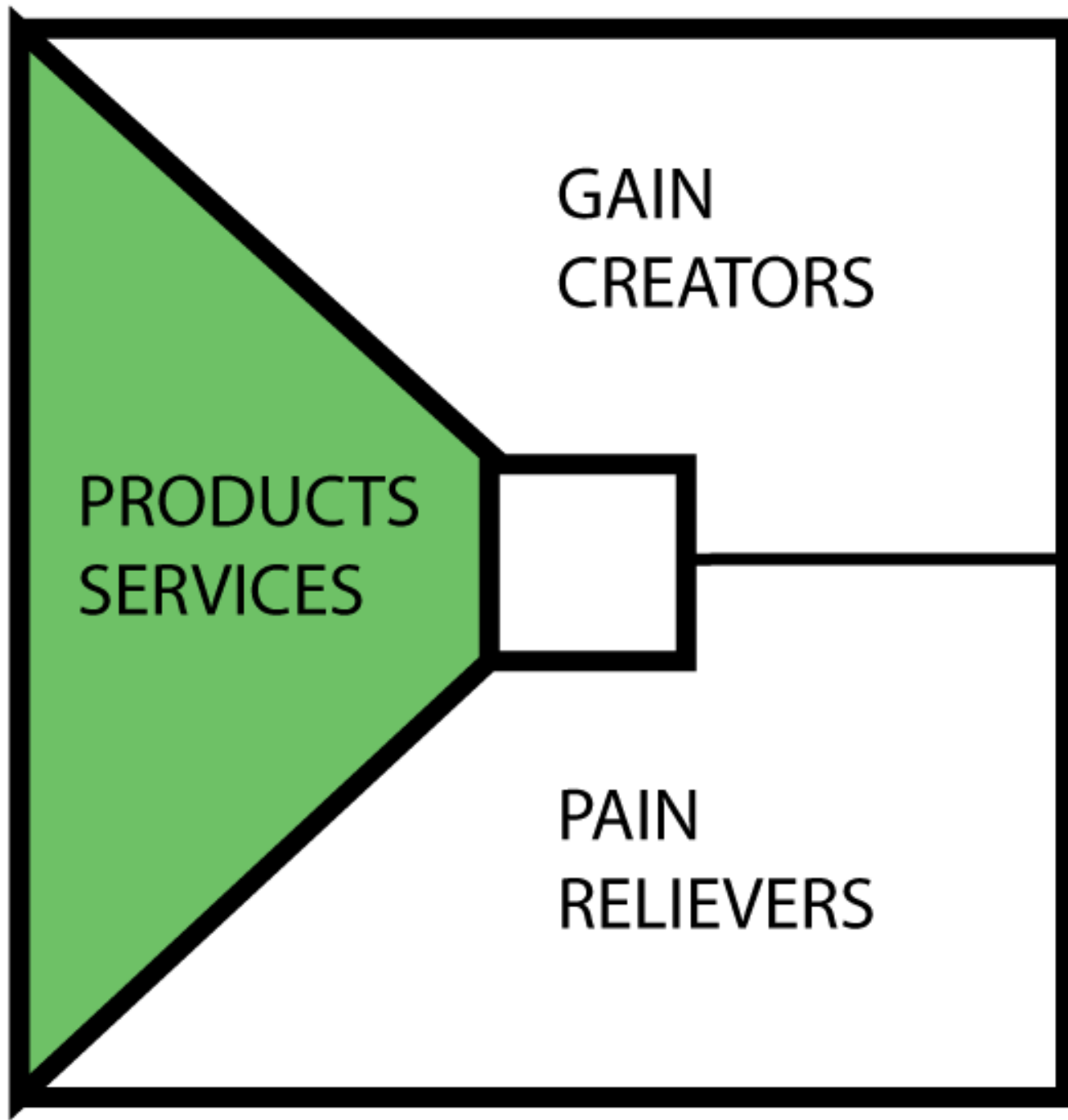
Graduate Students: Gains

- 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

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GAIN
CREATORS

PRODUCTS
SERVICES

PAIN
RELIEVERS

Value Map: Products + Services

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

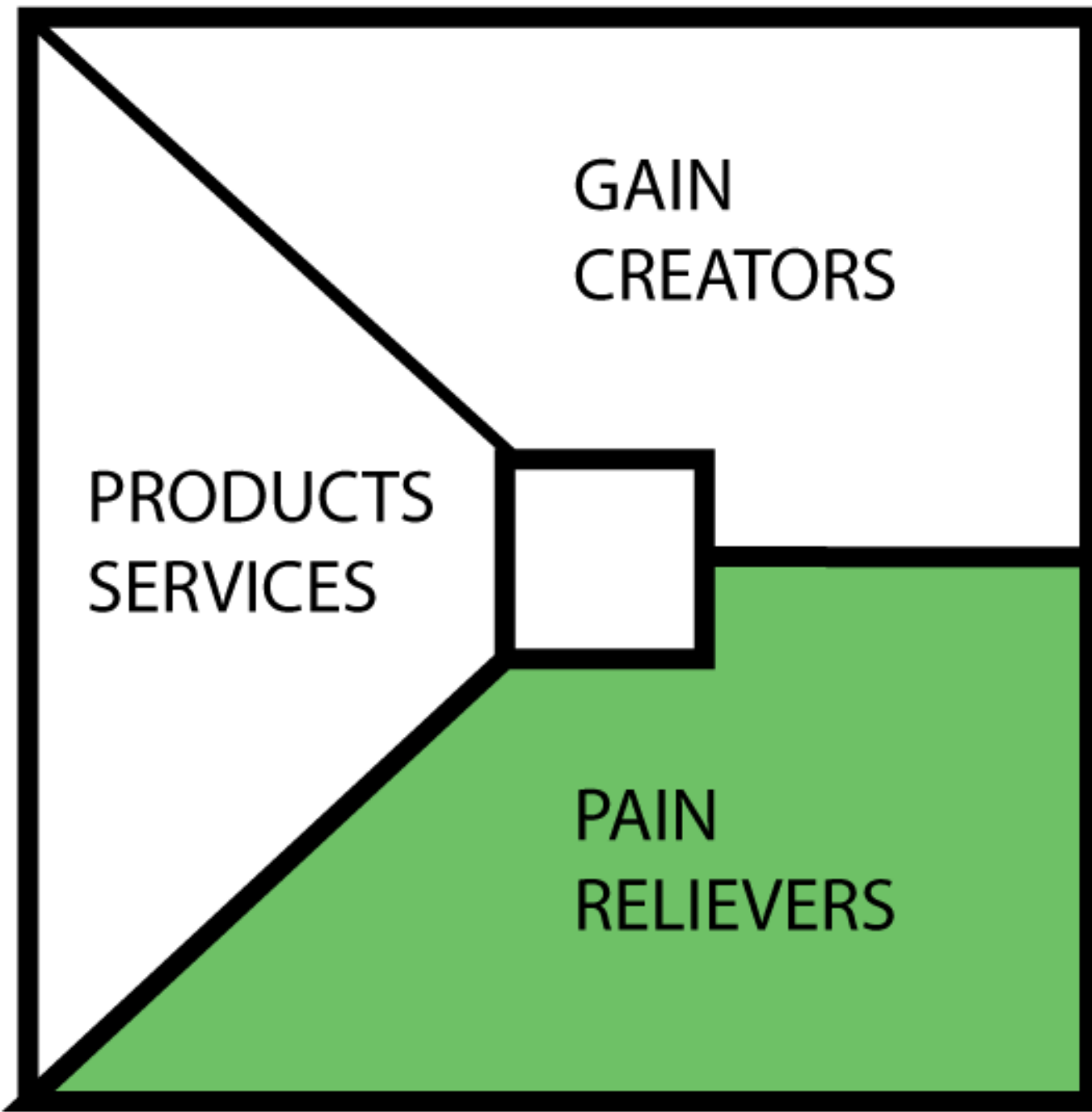
Products + Services

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

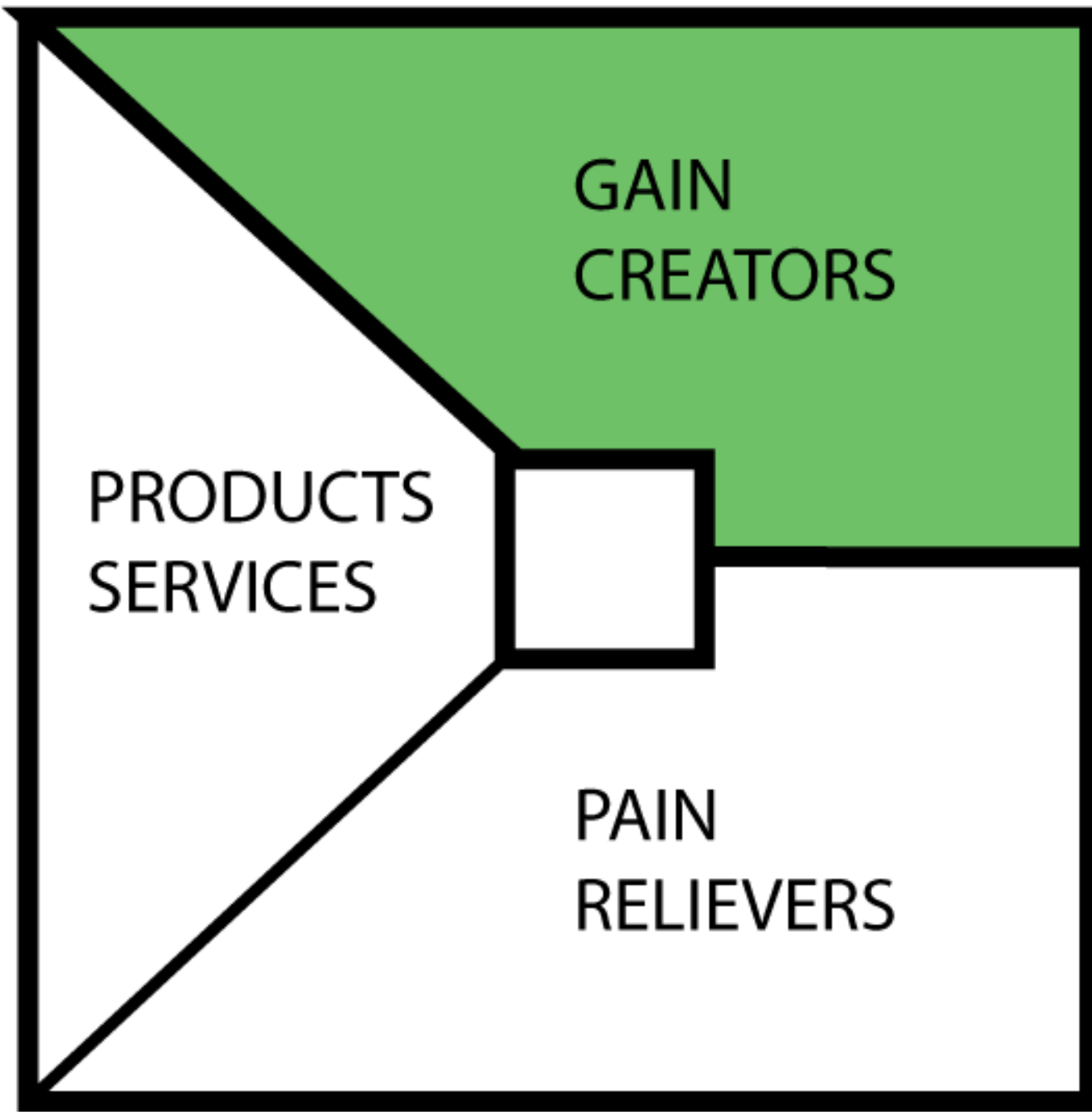
PAIN
RELIEVERS

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



GAIN
CREATORS

PRODUCTS
SERVICES

PAIN
RELIEVERS

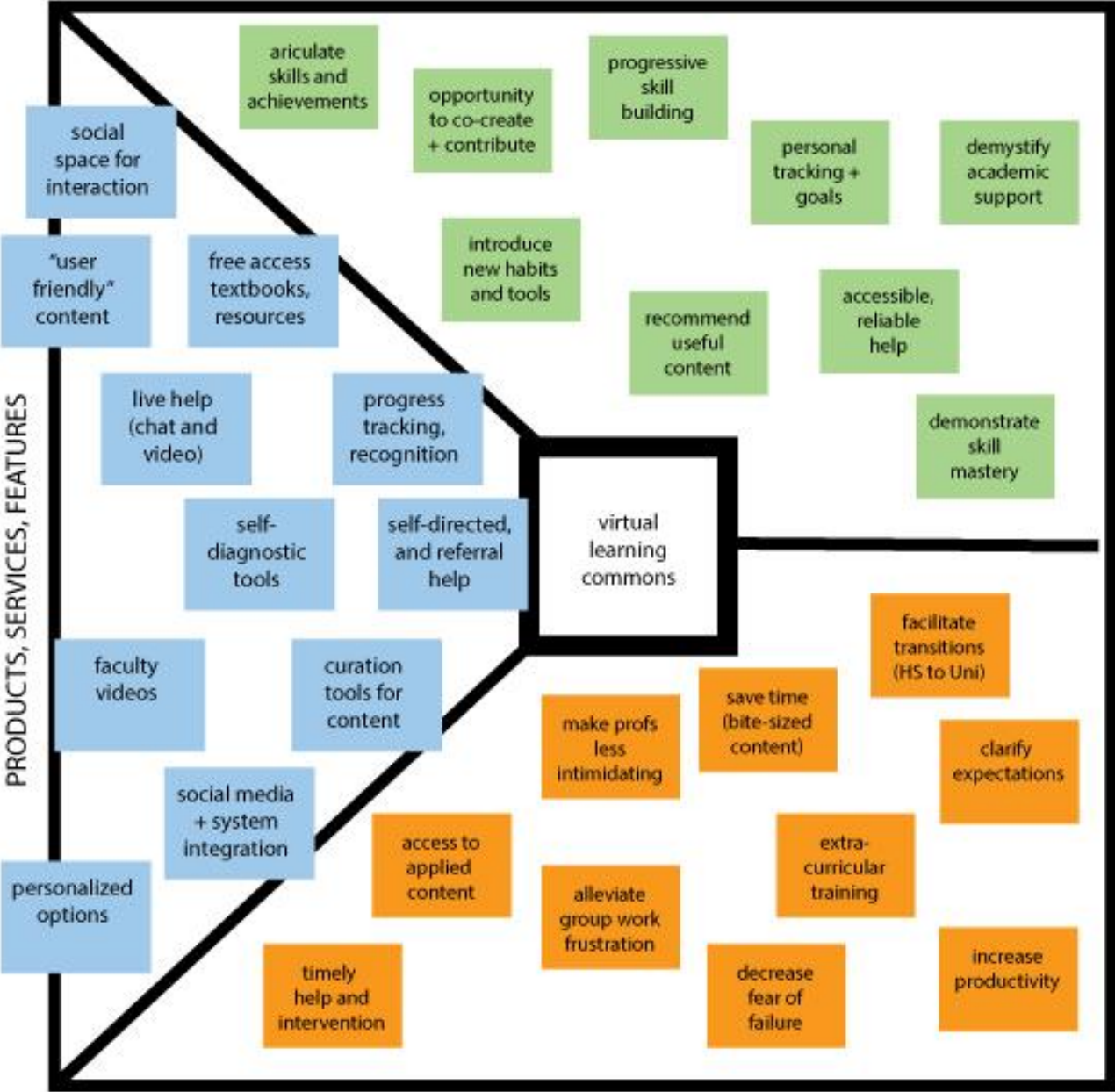
Value Map: Gain Creators

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

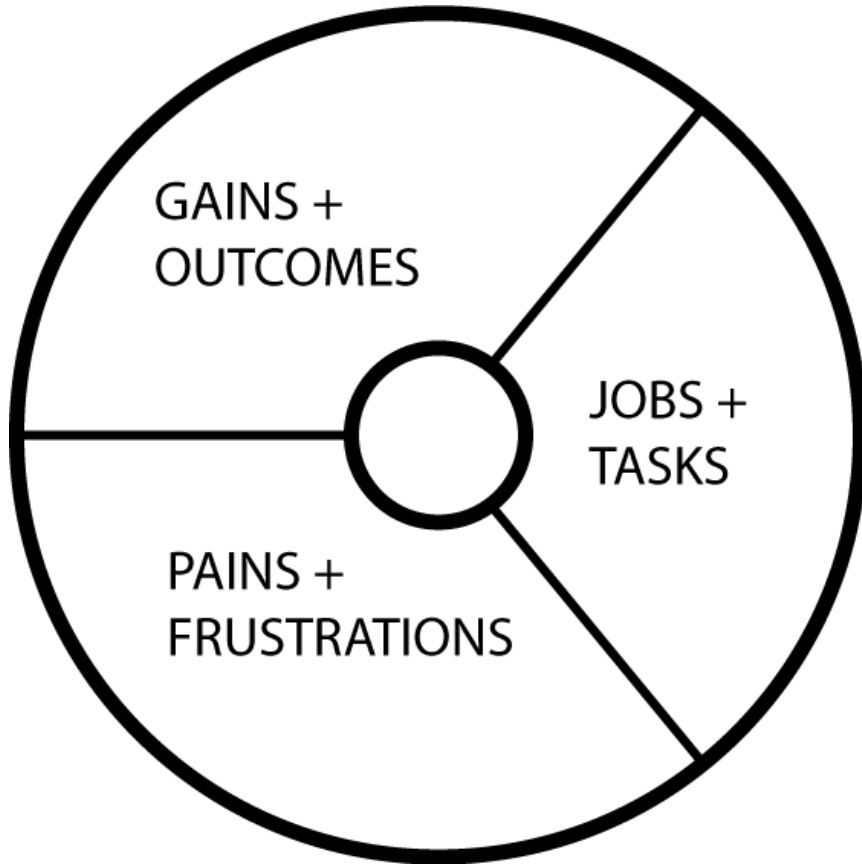
GAIN CREATORS



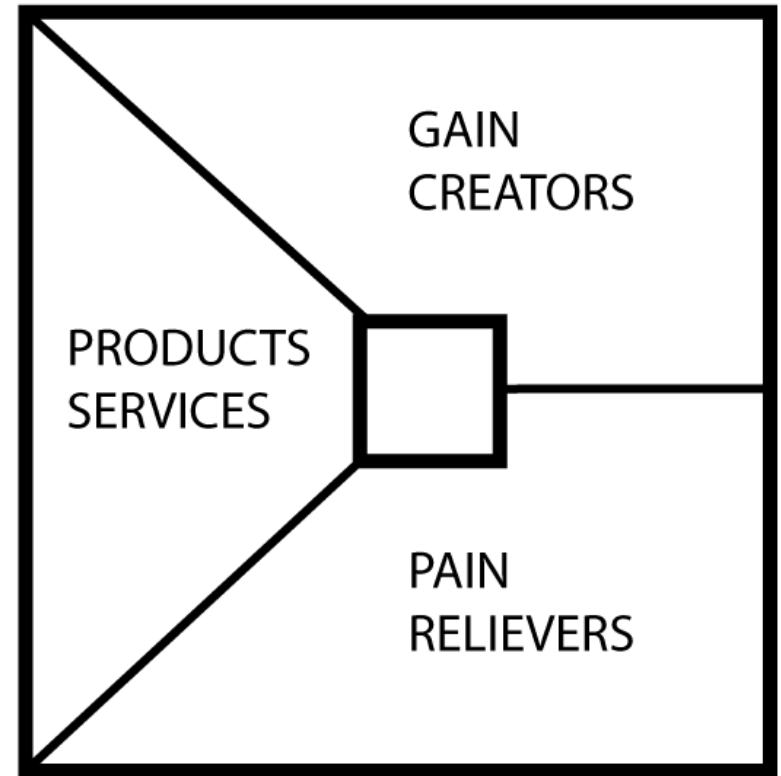
PAIN RELIEVERS

4. ARTICULATING BENEFITS

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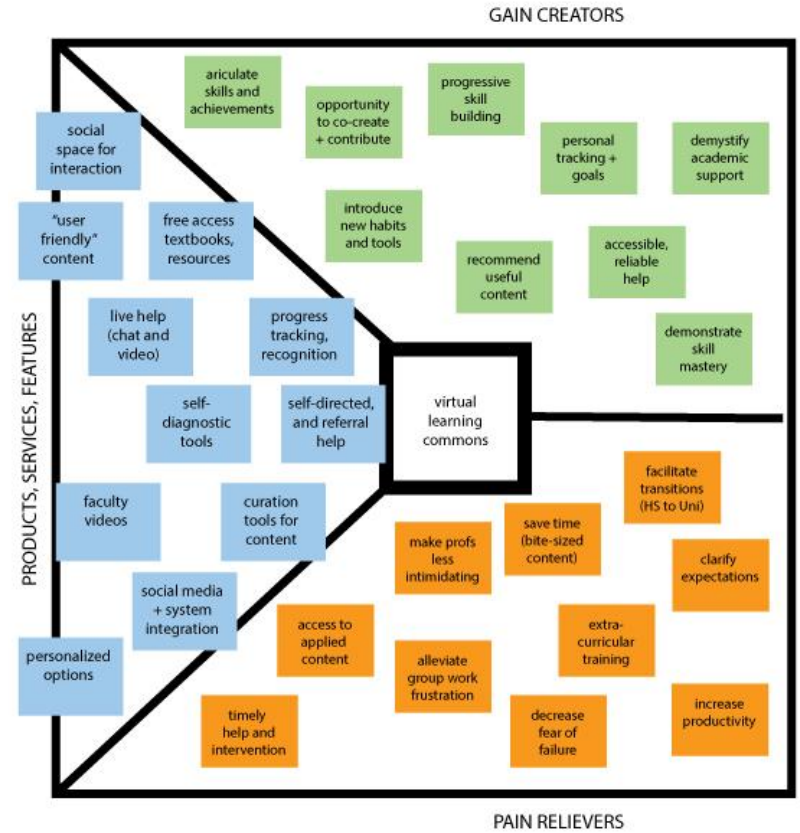
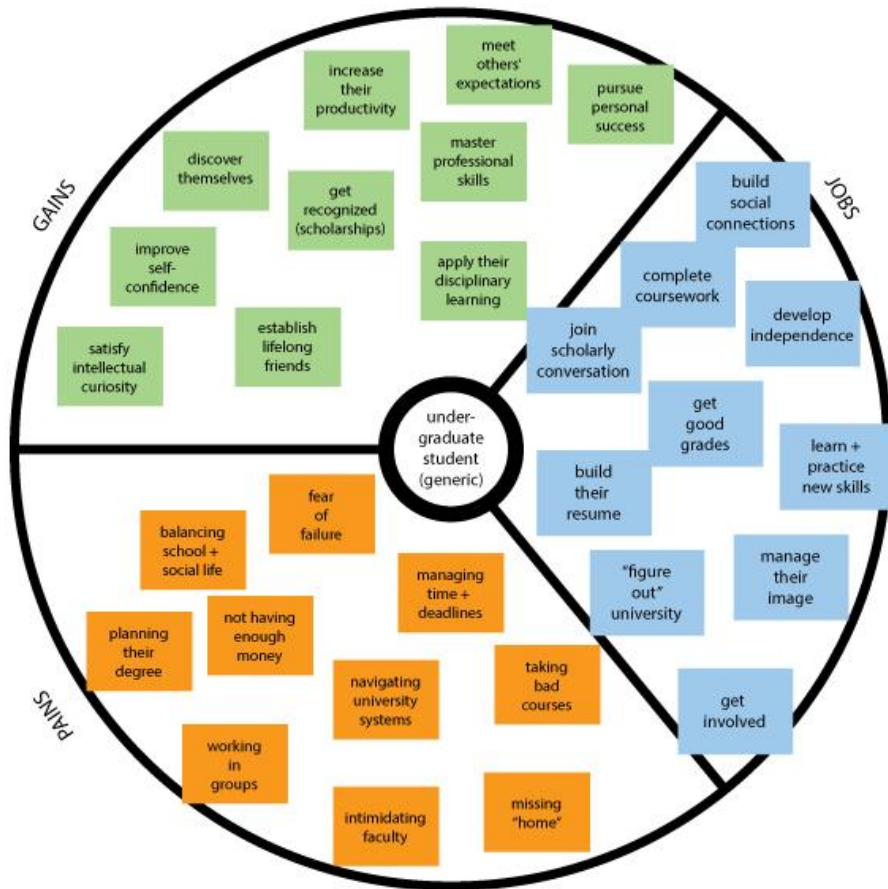


Customer Profile Map



Value Map

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].

Value Proposition Ad-lib

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

< Toolkit p. 14 - 15 >

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

< Toolkit p. 16 >

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

THANK YOU!

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