

# Value Proposition Canvas

Adapted for internal tools & business applications · Prodora Template

Use this canvas before building or modernizing software. It forces clarity on who the software serves, what jobs they need to get done, and how the product creates value. Fill it with real users in mind — not assumptions.

| Project / System Name | Date | Owner |
|-----------------------|------|-------|
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| <div>CUSTOMER / USER PROFILE</div> <div><b>Customer Jobs</b></div> <div>What functional, social, or emotional jobs is the user trying to get done?</div> <div><div></div><div></div><div></div><div></div></div> <div><b>Pains</b></div> <div>What frustrates them today? Risks, obstacles, bad outcomes, workarounds?</div> <div><div></div><div></div><div></div><div></div></div> <div><b>Gains</b></div> <div>What outcomes or benefits would they love? What would make their work easier or better?</div> <div><div></div><div></div><div></div><div></div></div> | <div>VALUE MAP (Your Software)</div> <div><b>Products &amp; Services</b></div> <div>What does the software actually do? Core features, modules, outputs?</div> <div><div></div><div></div><div></div><div></div></div> <div><b>Pain Relievers</b></div> <div>How does the software specifically reduce or eliminate the pains above?</div> <div><div></div><div></div><div></div><div></div></div> <div><b>Gain Creators</b></div> <div>How does the software create the gains users want?</div> <div><div></div><div></div><div></div><div></div></div> |
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## Fit Check

Where does the Value Map clearly address the Customer Profile? Where are the gaps? Circle the strongest fit areas and mark gaps that need more discovery.

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Tip: Do this with 2–3 real users or stakeholders, not alone. The goal is shared understanding before any design or code begins.