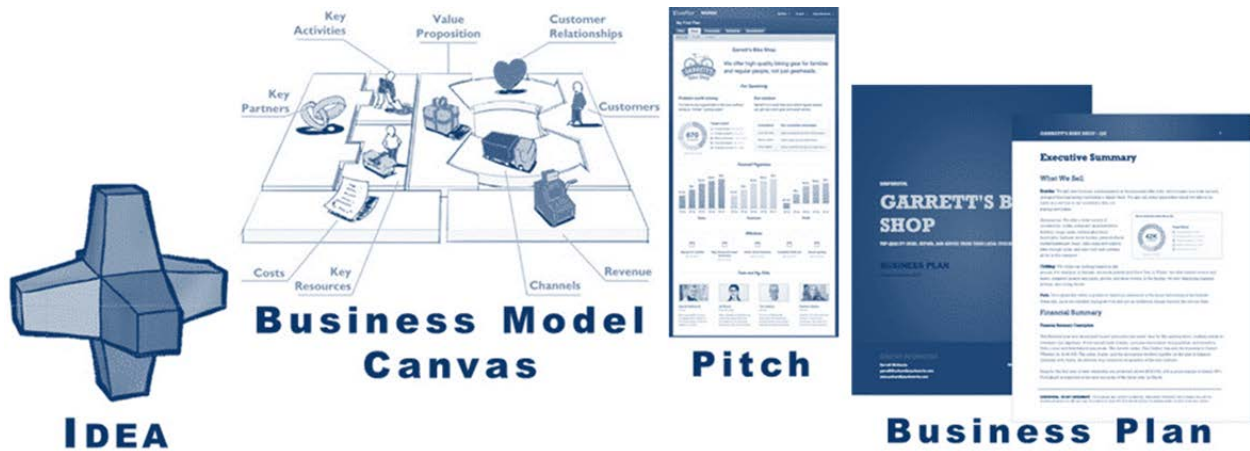


# PRE-WORKSHOP ASSIGNMENT FOR



## From Idea to Business Plan in Less Than 3 Hours

Tuesday, August 13 , 2019 from 9:00 AM to 12:00 PM CST

at

Olsen Thielen  
2675 Long Lake Road  
Roseville, MN 55113





# Pre-Workshop Assignment

## Idea to Business Plan Workshop

### Please Complete Before Attending Workshop

This workshop covers the planning process from your initial idea for a product, service or business through the writing of an effective business plan. This is a lot to cover in 180 minutes less break time. Therefore, I am requesting that you complete this assignment prior to attending the workshop. If you complete it, you will be prepared to hit-the-ground-running. If you do not, you may find yourself struggling from the start of the workshop.

### Customer Centric Planning Process

The one thing that no business can survive without is customers; NO CUSTOMERS, NO BUSINESS! Thus, it is imperative that your target customer (the “typical” person who you expect to purchase your product or service) be at the center of every decision you make concerning your business. Every element of your business planning process must be evaluated based on its potential impact on your target customers. Doing this requires that you have a thorough understanding of your target customers and their perspective. The crucial first step in your planning process must be a thorough description, analysis and understanding of your target customers – their needs, preferences, attitudes, experiences and expectations.

### Two-Part Assignment

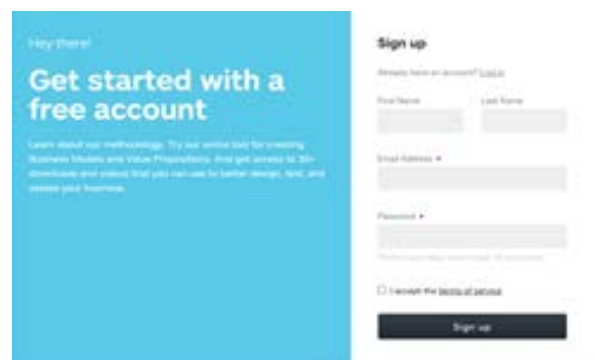
This assignment is divided into two parts:

**Customer Empathy Map** The Customer Empathy Map helps you organize your understanding of the business’ target customer. Each of its six sections addresses a different aspect of seeing their life and the products/services in your category from your customers’ perspective.

**Value Proposition Canvas<sup>1</sup>** The Value Proposition Canvas helps you translate your target customer’s needs, preferences and expectations into product/service features and benefits that comprise your business’ value proposition – what you are offering the customer and why they should purchase it from you.

### Digital or Hardcopy Completion

You can complete this assignment using the hardcopy forms included in this assignment packet. If you would prefer to complete this assignment using a digital cloud platform, go to <https://strategyzer.com/platform/register> and register for a free trial use of the Strategyzer platform. There is a monthly fee for its use after the conclusion of your free trial.



<sup>1</sup> Copyright: Strategyzer, AG

## Customer Empathy Map

Empathy maps are a tool for organizing and focusing your knowledge, beliefs and/or assumptions about how your target customer experiences the products and services they use to fill a specific need or accomplish a specific task.

**TARGET CUSTOMER** The mapping process starts by visualizing your ideal or target customer. The following are

among the questions you might want to answer about your target customer:

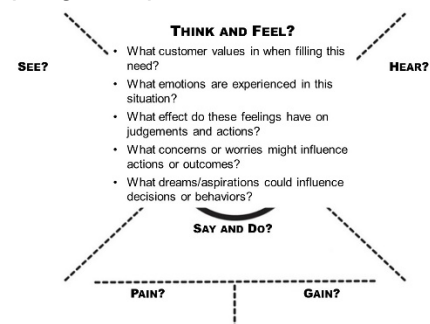
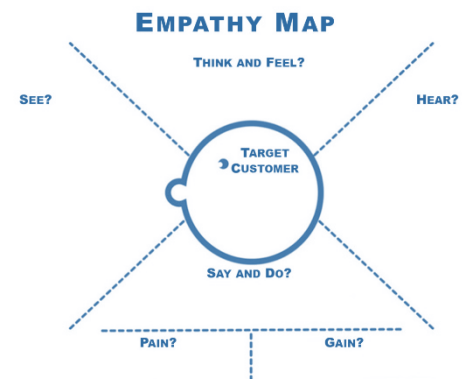


- Is it an individual or multiple individuals?
- Is it a male, female or is gender immaterial?
- About how old is your target customer?
- Is your target customer tall or short?
- Is your target customer thin, large boned, or chunky?

- How is your target customer dressed?
- Where does your target customer live (location, type of home, cost of home, etc.)?
- What is your target customer's marital status?
- How many children does your target customer live with or is responsible for?
- What is your target customer's level of education?
- What is your target customer's individual and/or household income?
- Where does your target customer work (location, industry, type of company, type of job, etc.)?
- What is your target customer's job title?
- What is the task/need your product/service satisfies for your target customer?
- About how often does your target customer experience this need?
- How is your target customer currently filling this need?

**THINK and FEEL** The empathy mapping process proceeds by attempting to experience the task or need from the perspective of that target customer. This starts by trying to imagine what your target customer is thinking and feeling relative to the task or need. Questions you might try to answer include:

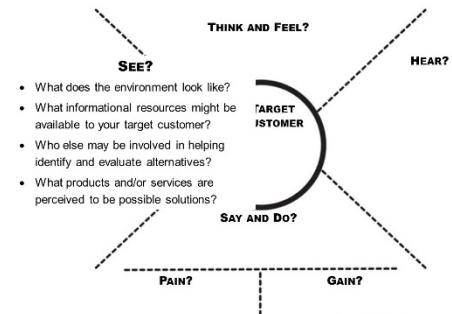
- What does the target customer really value in accomplishing this task or filling this need?
- What emotions may the target customer be experiencing in this situations and what effect do these feelings have on the target customer's judgements and actions?



- What concerns or worries might the target customer have concerning their actions or the corresponding outcomes in this situation?
- What dreams and/or aspirations might the target customer have that could influence their decisions or behaviors in this situation?

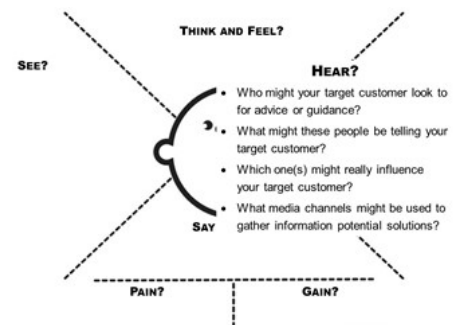
**SEE?** The next step in the process involves looking at the environment in which your target customer is gathering information and processing their evaluations and decisions. Questions you might want to have answered include:

- What does the environment look like?
- What informational resources relative to alternative tools and solutions might be available to your target customer?
- Who else, if anyone, may be involved in helping your target customer identify and evaluate alternatives and possible solutions?
- What products and/or services does your target customer perceive to be possible solutions?



**HEAR?** Now it is time to consider what your target customer might be hearing about their task or need, and its possible solutions. Questions you might want to consider include:

- Who might your target customer look to for advice or guidance relative to potential solutions for the task or need?
- What might these people be telling your target customer?
- Which one(s) might really influence your target customer?
- What media channels might your target customer be using to gather information about the need and potential solutions?



**SAY and DO?** Next you will want to understand your target customer's attitudes and behaviors relative to the task or need and how to acquire their desired solution or means. Questions you might want to have answered include:

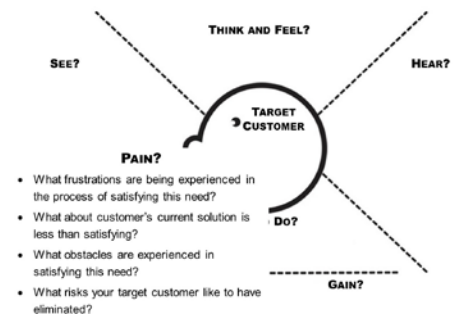
- What are your target customer's attitudes concerning the decision process, the attributes of possible solutions and means, and the right and wrong ways of accomplishing the task or filling the need?



- What behaviors does your target customer exhibit and/or would prefer to exhibit in executing the decision process, acquiring the solution and applying the solution to the task or need?
- What conflicts might your target customer be experiencing between their attitudes and preferred behaviors?
- In what manner is your target customer currently performing the task or filling the need?

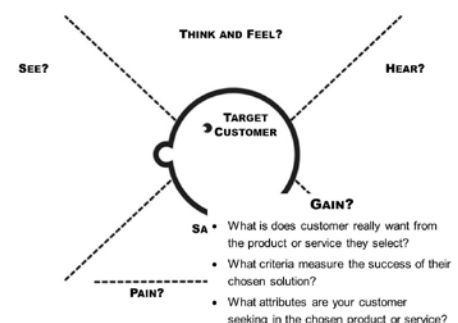
**PAIN?** Pains describe anything that annoys your target customer during their selection process or the application of the selected solution for their task or need. In any situation persons are likely to experience frustrations, challenges, obstacles, risks, etc. that they may find painful. In the Pain? part of the empathy map, you will want to identify what is causing pain for your target customer in this situation. Questions you might want to have answered include:

- What frustrations are your target customer experiencing in the process of completing the task or fulfilling the need?
- What about your target customer's current solution do they believe to be less than satisfying?
- What obstacles are your target customer experiencing in this situation that they would like to not experience?
- What risks concerning this situation, or its solutions would your target customer like to have eliminated?



**GAIN?** Gains describe the outcomes and benefits desired by your target customer from their use or application of the products and/or services they choose as a means of completing the task or satisfying the need. In the Gain? portion of the empathy map you will want to identify outcomes and benefits that your target customer is experiencing in the selection process, the storage and use of the selected product or service and the result of its application. A gain can be the elimination of a pain. Questions regarding the gains being sought by your target customer include:

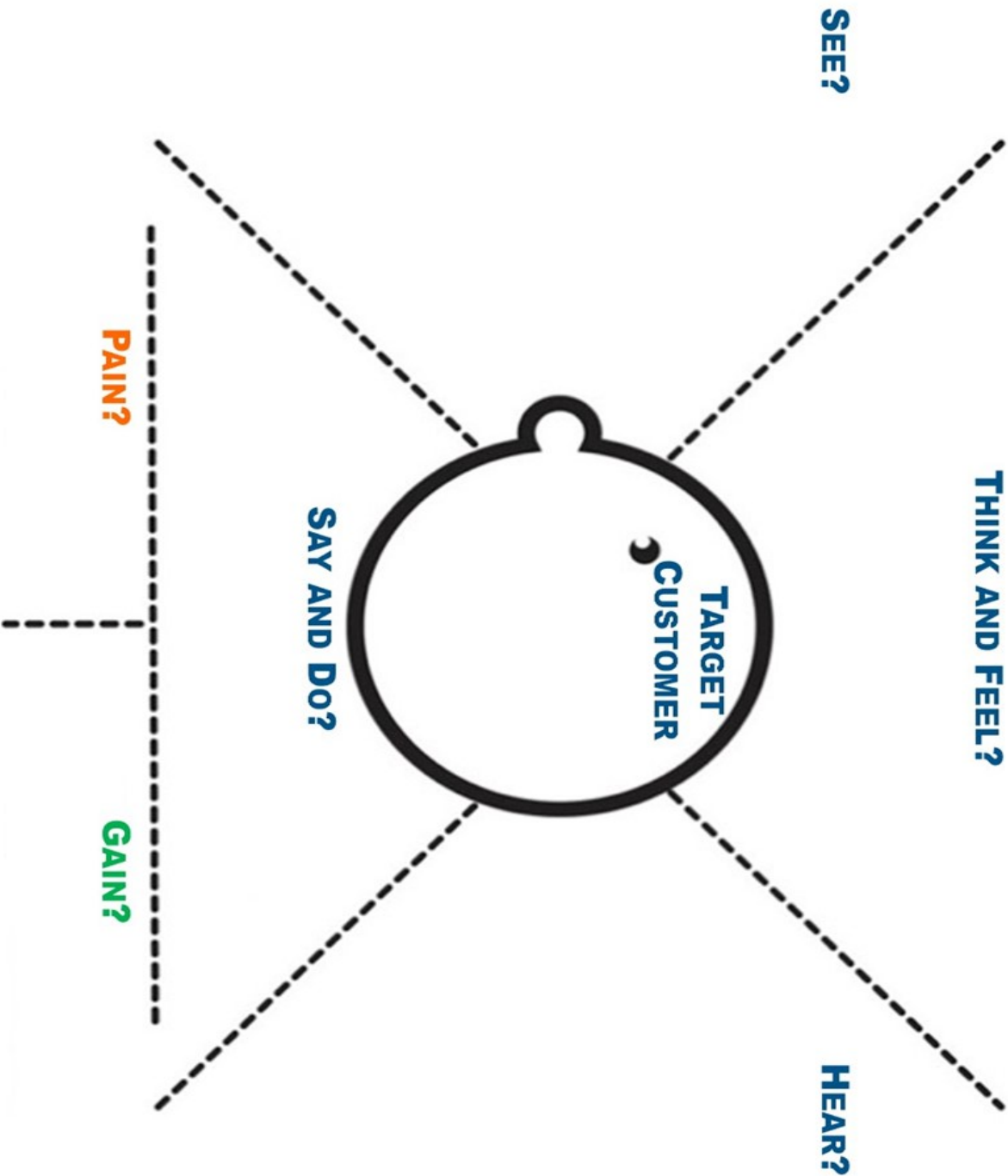
- What is does your target customer really want to accomplish or realize from the use or application of the product or service they select to complete the task or satisfy their need?
- What are your target customer's criteria for measuring the success of their chosen solution?
- What are the attributes, e.g. low cost, long lasting, easy to use, etc., that your target customer is seeking in the product or service they choose in this situation?





Target Customer: \_\_\_\_\_

# CUSTOMER EMPATHY MAP



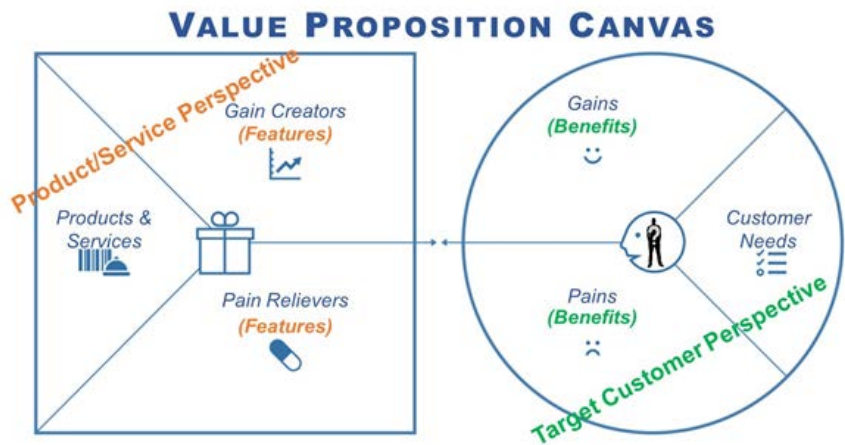




## Value Proposition Canvas

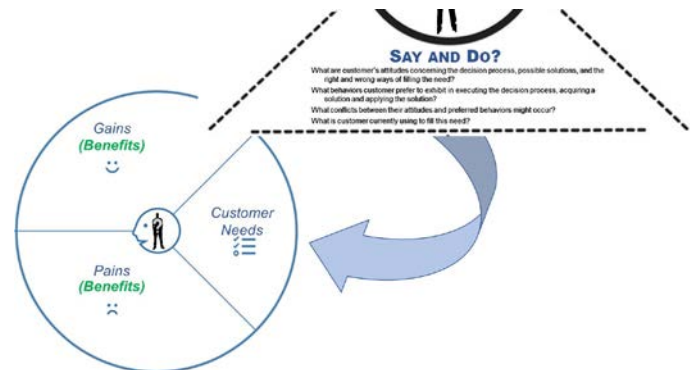
The Value Proposition Canvas helps you translate your target customer's pains and gains into a product/service offering that will appeal to your target customer.

The canvas consists of two sections. The right-hand section pulls information from your target Customer Empathy Map. It identifies the benefits your target customer is seeking in a solution to his/her need or task. It also identifies the benefits your target customer will realize by eliminating her/his pains (frustrations, dislikes, etc.) associated with currently available solutions. The left-hand side of the canvas identifies the features of your product/service offering that will deliver the desired gain and pain relieving benefits your target customer is seeking.



### Target Customer Perspective

Begin working on the right side of the Value Proposition Canvas by summarizing information about the target customer's needs, preferences and applications from the Say and Do section of your target Customer Empathy Map into the Customer Needs Section of your Value Proposition Canvas.

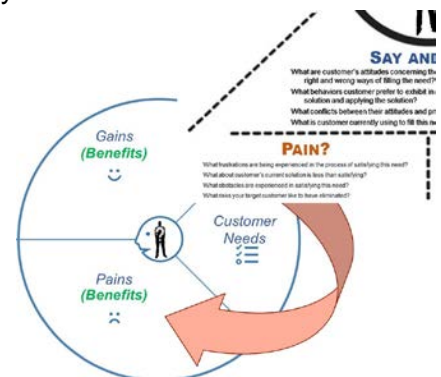
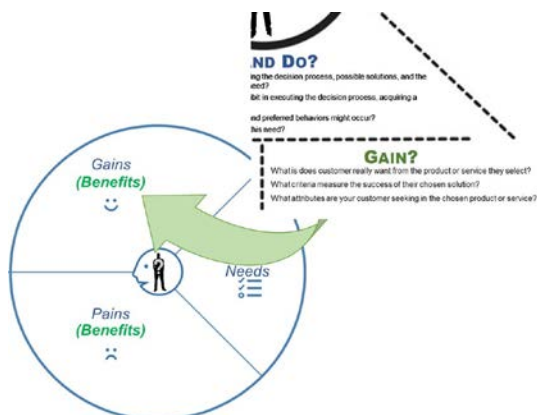


The next

step is to transfer the "Gains?" information from your target Customer Empathy Map in the Gains section of your Value Proposition Canvas. These are the benefits that your target customer is seeking from using the products/services she/he purchases to satisfy the need.

Adding the "Pains?" information from your target Customer

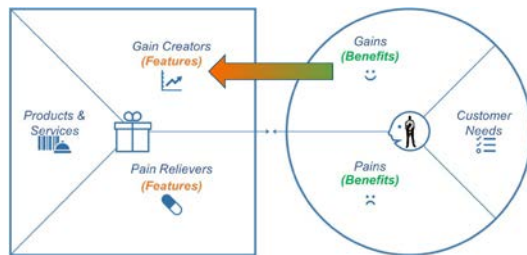
Empathy Map completes the target customer perspective side of the Value Proposition Canvas. These are the less than satisfying issues your target customer associates with the product/service that he/she is currently using.



## Product/Service Perspective

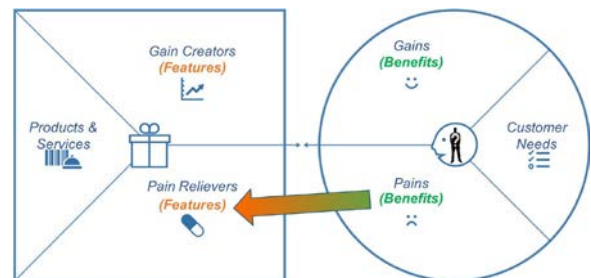
The right side of the Value Proposition Canvas is used to convert the benefits (gains) that your target customer is seeking and the benefits that will eliminate the target customer's pains into product/service features to design a product/service that will appeal to your target customer, differentiate your product/service offering from those offered by competitors, and be credible for your brand.

The first step is to identify a product/service feature that the target



customer believes will deliver each of the benefits you have identified in the "Gains" section of the canvas' right side. It is a good idea to list these features from most strongly desired to less strongly desired. The features at the top of the list are the "must have" features for your product/service offering.

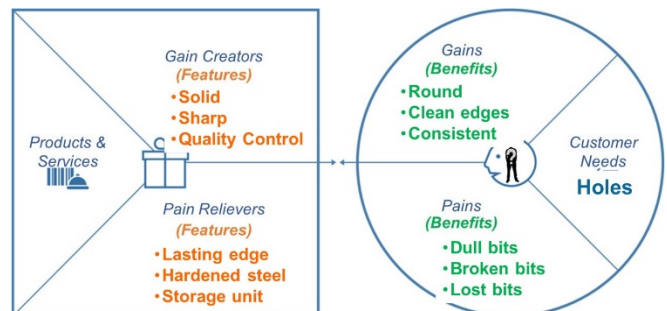
After defining the product/service's features that your target customer desires, identify the feature that your target customer will believe relieves each of the "Pains" from the canvas' right side. These are the features that can give your product/service an advantage over the products/services currently available to your target customer.



## Benefits vs. Features

Holes and drill bits are a great way to demonstrate the difference between the benefits customers desire and the product features that deliver those benefits. The customer really doesn't need a drill bit.

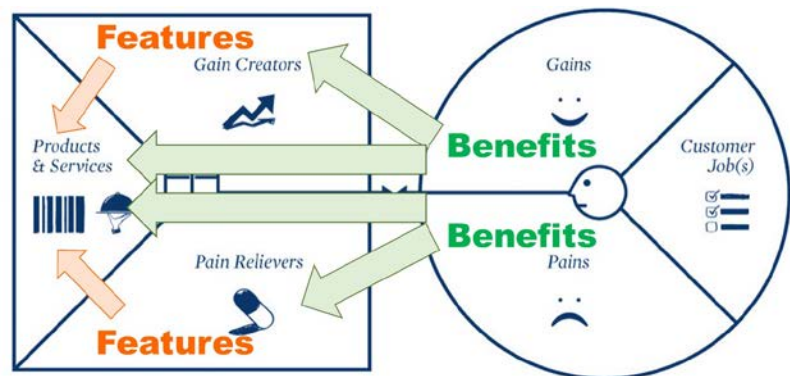
The customer needs a hole. The customer wants the holes to be perfectly round, have clean, undistorted edges and be the same every time one is made. These are the benefits the customer is seeking. The customer is frustrated when a drill bit becomes dull making it difficult to drill a consistent, clean hole. The customer is also frustrated when a bit breaks, or becomes lost while being stored.



The drill bit manufacturer knows that creating a drill bit made of a strong, solid metal alloy that will retain its sharp cutting edge will provide consistent holes over a long period of time. These are the product features that will provide the benefits the customer is seeking. The manufacturer also knows that the hardened steel alloy and specially preserved cutting edge will create bits that will not dull or break providing numerous desirable holes. By adding a special drill bit storage device (a feature) to the product offering the manufacturer can help prevent bits from becoming lost and help the customer find the needed bit.

### The Value Mix

Very few offerings are composed solely of product features or solely of service features. Most value propositions provide a mix of product features and service features to provide the value that their target customer is seeking. The final section of the Value Proposition Canvas is where you describe benefits the target customer can expect to realize by purchasing your offering and the mix of features that will produce these benefits. This is your promise to your target customer. It states that *“If you buy my offering you will receive value in the form of [BENEFITS LIST] provided by the offering’s [FEATURE LIST].”* Ideally the benefits list will contain both those that qualify your product/service as a viable member of its category, and those benefits that differentiate your offering from that of your competitors, and are highly desired by your target customer.





## VALUE PROPOSITION CANVAS

Target Customer: \_\_\_\_\_

