

Value Proposition Design

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the authors of the international bestseller business model generation explain how to create value propositions customers can't resist value proposition design helps you tackle the core challenge of every business creating compelling products and services customers want to buy this highly practical book paired with its online companion will teach you the processes and tools you need to create products that sell using the same stunning visual format as the authors' global bestseller business model generation this sequel explains how to use the value proposition canvas to design test create and manage products and services customers actually want value proposition design is for anyone who has been frustrated by new product meetings based on hunches and intuitions it's for anyone who has watched an expensive new product launch fail in the market the book will help you understand the patterns of great value propositions get closer to customers and avoid wasting time with ideas that won't work you'll learn the simple process of designing and testing value propositions that perfectly match customers' needs and desires in addition the book gives you exclusive access to an online companion on strategyzer.com you will be able to assess your work learn from peers and download pdfs checklists and more value proposition design is an essential companion to the business model canvas from business model generation a tool embraced globally by startups and large corporations such as mastercard 3m coca-cola ge fujitsu lego colgate palmolive and many more value proposition design gives you a proven methodology for success with value propositions that sell embedded in profitable business models

bücher zur produktentwicklung gibt es viele dennoch ist die quote an flops immens mit alexander osterwalders value proposition design wäre das nicht passiert der erfinder von business model generation liefert die kreative bauanleitung für innovative produkte sein ziel schluss mit sinnlosen dingen die keiner will mit osterwalders bewährtem canvas konzept entsteht spielerisch die perfekte passform zwischen produkt und kunde praxisorientiert zeigt das buch wie aus der idee ein must-have wird ein onlineservice mit tools tests und fallstudien sowie die schnittstelle zur business model generation community ergänzen das powerpaket der neue osterwalder mit haben wollen effekt

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cara menciptakan produk dan jasa yang diinginkan pelanggan mulailah dengan value proposition design value proposition design akan membantu anda untuk sukses dalam 1 memahami pola dari penciptaan nilai susun informasi mengenai apa yang diinginkan pelanggan secara sederhana sehingga pola penciptaan nilai dapat terlihat dengan mudah hasilnya anda akan merancang proposisi nilai dan model bisnis menguntungkan yang secara langsung tertuju pada tugas kesulitan dan keuntungan pelanggan anda yang paling mendesak dan penting 2 memberdayakan pengalaman dan kemampuan tim anda perlengkapi tim anda dengan bahasa bersama untuk menghadapi percakapan yang tak jelas ujung pangkalnya jadikan percakapan lebih strategis latih kreativitas dan jadikan semuanya beriringan hal ini akan membuat rapat menjadi lebih menyenangkan penuh semangat dan menciptakan hasil yang dapat ditindaklanjuti bukan sekadar teknologi produk dan fitur tetapi juga lebih menuju kepada penciptaan nilai bagi pelanggan dan bisnis anda

das ziel dieser arbeit ist es die bedürfnisse einer bestimmten konsumentinnengruppe mithilfe des value proposition designs zu eruieren und anschließend zu erläutern welchen handlungsfeldern zur produktentwicklung für nachhaltige mode die ergebnisse zugeordnet werden können es wird folgende forschungsfrage untersucht welche bedürfnisse unter anwendung des value proposition design tools haben konsumentinnen im alter von achtzehn bis fünfundvierzig in wien und umgebung achtzig kilometer radius die eine positive einstellung zu nachhaltiger mode haben im ersten teil der arbeit wird die vorhandene relevante literatur zu nachhaltiger mode und value proposition design aufgearbeitet und bildet den theoretischen teil der masterarbeit der anschließende empirische teil basierend auf einer qualitativen erhebung zeigt die ergebnisse aus fünfundzwanzig interviews mit personen die den anforderungen zur beantwortung der forschungsfrage dieser arbeit entsprechen dies wird mit screening fragen vor den eigentlichen interviews gewährleistet die befragungen ergeben dass die wichtigsten jobs für die probandinnen ein aktiver gesunder und nachhaltiger lebensstil umweltschonung gute soziale beziehungen zufriedenheit eine gute work life balance und ein harmonisches lebensumfeld sind die größten pains sind das schlechte image die schlechte verfügbarkeit und das eingeschränkte angebot von nachhaltiger kleidung das kapitalistische system das

fehlende bewusstsein der hohe aufwand und die eingeschränkten lokalen anbaumöglichkeiten die größten gains für die probandinnen sind die umweltschonung vorteile für menschen persönliche vorteile ein schönes design guter preis und eine gute verfügbarkeit the goal of this paper is to identify the desires of a specified group of costumers using value proposition design as a tool the results are subsequently assigned to action areas of product development in the sustainable clothing sector the research question that is studied in this paper is which desires are determinable in customers between the age of 18 and 55 living in vienna and the surrounding area radius of eighty kilometres with a positive attitude towards sustainable fashion with the help of value proposition design as the primary research tool in the first part of the paper the exisiting relevant literature on sustainable fashion and value proposition design is summarized the following empiric part based on a qualitative survey shows the results of the interviews conducted with twenty five people who fulfill the requirements to answer the research question for this paper this is guaranteed by screening questions that are asked before the main interviews the interviews show that the most important jobs for the consulted is an active healthy and sustainable lifestyle environmental conservation good social relationships satisfaction a good work life balance and a harmonious living environment their biggest pains are the bad image bad accessability and the limited offers of sustainable fashion the capitalistic system the lack of awareness the time and energy required to consume sustainable fashion and the limited local possibilities of harvesting materials the biggest gains are environmental conservation advantages for people personal advantages a beautiful design good pricing and good accessability

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