

The Value Learning Process

How Your Customer Makes The Journey From the “CITY OF FROM” to the “CITY OF TO”.

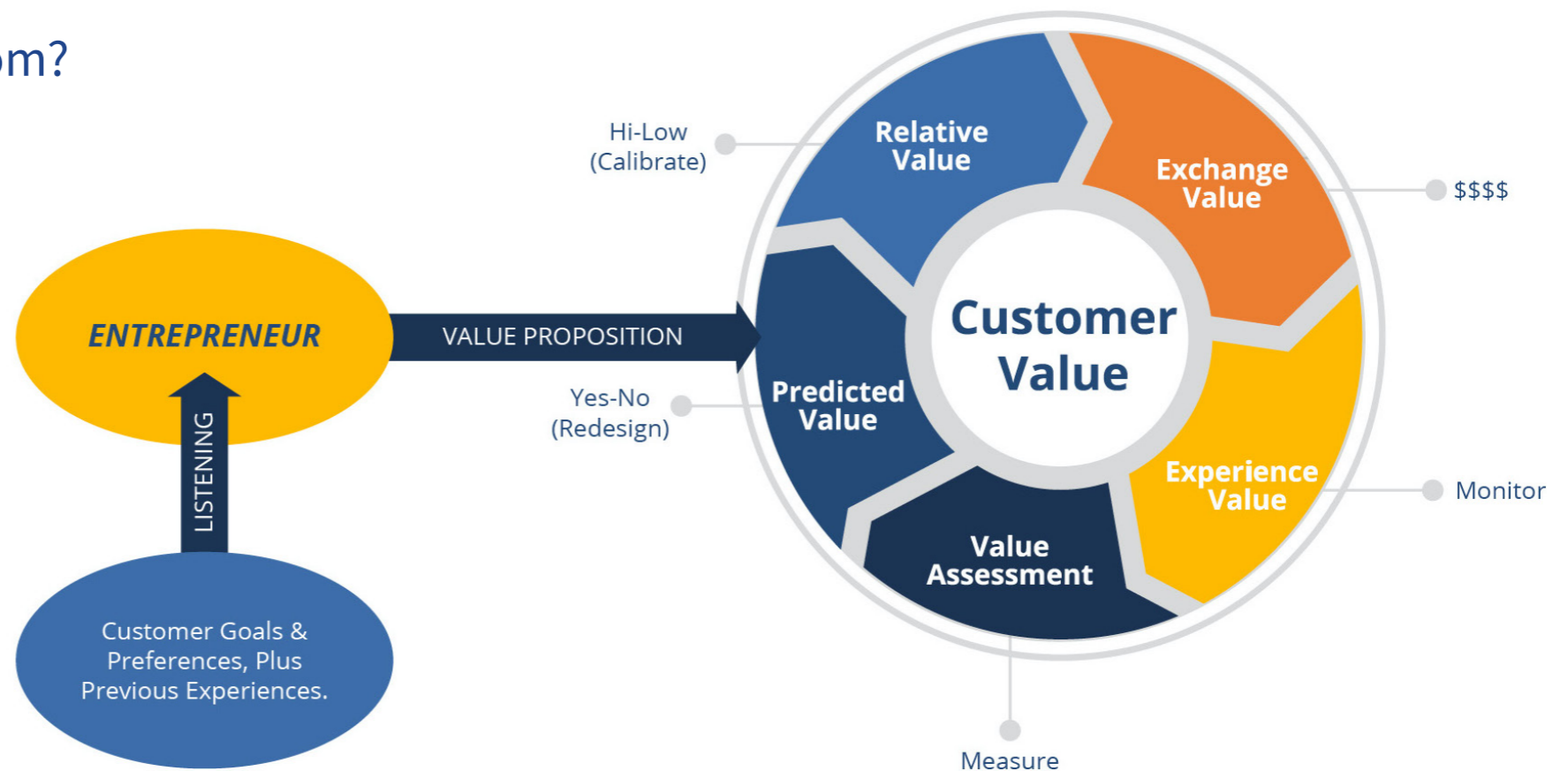
Why are they in the City of From?

How did they get there?

Why are they dissatisfied?

How do they imagine the City of To?


What do they imagine will be better there?



The Value Learning Process

You are here: The City of From

Core Target Audience _____ _____	Problem to be solved _____ _____	Needs we've identified _____ _____
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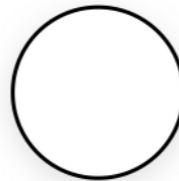


1) ATTRACTION

"Why am I here?"

"When I am here I feel _____?"

"When I am here I like _____?"



2) DOUBTS

"But I have doubts about..."



3) WHAT CHANGES HERE

"My city is a better place than _____ city because..."



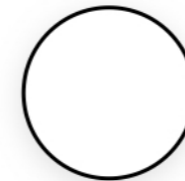
4) DISSATISFACTIONS

"But _____ is missing..."



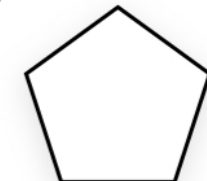
5) MOTIVATIONS TO CHANGE

"Why would I switch to _____?"



6) WHAT WOULD I SAY?

"If I moved, here is why I moved from to the other City _____."



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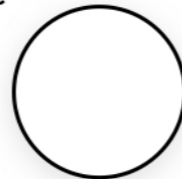
You are here: The City of To

Core Target Audience _____ _____	Problem to be solved _____ _____	Needs we've identified _____ _____
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My Places
"touch points"



1) What has attracted me to this City?



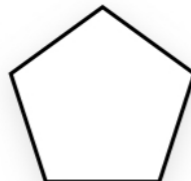
2) My concerns about the "City of To" were overcome by...



3) "I get my reinforcement in this City of To from..."
internal, external, emotional, functional, etc.



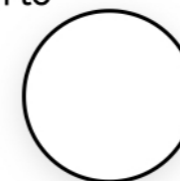
4) IWIKS
I wish I knew



5) What seems to be changing here?



6) Why did I switch to the City of To?



7) What else?




The Value Learning Process

The Entrepreneur's Job Is To Build The Bridge

You are here – City of From

Core Target Audience	Problem to be solved	Needs we've identified
_____	_____	_____

My Places "touch points"



1) What has attracted me to this City?

2) My concerns about the "City of To" were overcome by...

3) "I get my reinforcement in this City of To from..."
internal, external, emotional, functional, etc.

4) IWIKS I wish I knew

5) What seems to be changing here?

6) Why did I switch to the city of To?


7) What else?



You are here – City of To

Core Target Audience	Problem to be solved	Needs we've identified
_____	_____	_____

My Places "touch points"



1) What has attracted me to this City?

2) My concerns about the "City of To" were overcome by...

3) "I get my reinforcement in this City of To from..."
internal, external, emotional, functional, etc.

4) IWIKS I wish I knew

5) What seems to be changing here?

6) Why did I switch to the city of To?

7) What else?

Build the Bridge

Determine current behavior and attitude ("City of From")

Consumer Engagement Platform

Determine desired behavior and attitude ("City of To")

Consumer Business Idea

Slide Notes

City of From

You are going to describe in detail the current state the consumer is experiencing. We call this state The City Of From. It's where they live now. Soon you are going to imagine a better place for them to live, the City Of To. But first we've got to understand why they're here.

Begin with the basics – re-state what we know about our core target audience and the one perfect customer, re-state the problem we are trying to solve, and summarize the needs they feel and their motivations.

City of To

Now, utilize your imagination and your empathy. Imagine the consumer has successfully and happily reached the City of To and left the City of From behind. What attracted them in the first place, that made the new City feel more attractive? That's predicted value.

What finally persuaded them to overcome their internal resistance to change? That's relative value.

What continues to keep them happy in City of To (experience value)? What keeps them satisfied on the new City (value assessment)? If you still have questions, keep an **IWIK List** (I Wish I Knew) for future research.

Building The Bridge

Once you've described the City of From and the City of To, your task of imagining the future can be thought of as building a bridge between the two.

How will the consumer make the journey from the City of From To the City of To. They'll cross the bridge that joins them.

We call the bridge a Consumer Engagement Platform. It's simply a set of words – a description of the desired attitude of the consumer who is happy in the City of To, PLUS a business idea that can provide the consumer with the opportunity for the behavior that's aligned with her attitude.