



Value Proposition Design

Publishers and vendors need to continually innovate to remain competitive in the ever-changing scholarly communication landscape. Consider, for example, the rate of growth of preprint posting services, or the introduction of artificial intelligence in article review or peer-reviewer selection processes.

With our value proposition design consultancy, we can help you ensure that your products or services are positioned around what your key stakeholders really need. Our approach is based on the application of the Value Proposition Canvas – a management tool used to map the jobs, pains, and gains of your customer base to your product and service offering.

This type of consultancy can take a variety of different forms. It can range from brief projects based on desk research, to more detailed investigations including qualitative research (interviews, focus groups), quantitative research, or a mix of some or all of these. The typical output of these projects is likely to be a slide deck or a report, based on your requirements, plus a graphical overview of the value proposition canvas applied to your product or service offering.

Jobs, Pains, and Gains:

- *Jobs* are what your customers (typically in the form of personas) are trying to achieve.
- *Pains* are the issues, negative experiences or problems encountered by your customers while delivering their jobs.
- *Gains* are the benefits and advantages that could make your customers' jobs easier and more pleasant.
- A strong value proposition will consist of *products and/or services* that are developed as both *pain relievers* and *gain creators*.

Use cases for value proposition design projects:

- Mapping your business offering and assessing whether this is meeting market demands and needs.
- Tailoring or adjusting your offering to maximise its pain relieving and gain creating features, building on a better understanding of your audience.
- Identifying new client jobs, pains or gains that you can leverage, e.g. by strengthening your current product and services or by developing new ones.
- Improving your marketing and promotion efforts, based on potentially unexpected discoveries about your customer base.

Contact us to learn how the expert teams at Maverick and Research Consulting can help you achieve your goals.

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