

Syllabus: Value Proposition

BARÇA
INNOVATION HUB
Universitas



SYLLABUS

- ≡ Objectives
- ≡ Skills
- ≡ Bibliography
- ≡ Criteria for participation and approval

TEMARY

- ≡ Module 1. Value Proposition: Problem-solution Fit
- ≡ Module 2. Customer Segment
- ≡ Module 3. Customer Development
- ≡ Module 4. Empathizing with the client

Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

Learn the concept of customer-centric Value Proposition and the Lean Startup method.

Specific objectives

1

Learn the concept of value proposition and how to define it.

2

Understand the methodology of observing the customer segment and imagining a day in the life of the customer.

3

Understand how the customer development method works.

4

Learn the Lean Startup method.

CONTINUE

Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

Capacity to understand the concept of Value Proposition as the fit between the problem and the solution within the framework of the Lean Startup method and having client as the central point.

CONTINUE

Bibliography

Module 1

Megías, J. (2013). *Value Proposition Canvas, el lienzo de la proposición de valor*. Retrieved from <http://javiermegias.com/blog/2013/01/value-proposition-canvas-lienzo-proposicion-valor-modelos-de-negocio/>

Osterwalder, A., and Pigneur, Y. (2011). *Canvas. Generación de modelos de negocios* [Canvas. Business Model Generation] (pp. 10-51). [The Startup Owner's Manual.] Barcelona, ES: Deusto.

Osterwalder, A., Pigneur, Y., Bernarda, G., and Smith, A. (2015). *Diseñando la propuesta de valor*. [The Startup Owner's Manual.] Barcelona, ES: Deusto.

Module 2

Hasso Plattner. (n.d.). *Mini guía: una introducción al design thinking*. [An Introduction to Design Thinking. Process Guide.] Retrieved from <https://dschool-old.stanford.edu/sandbox/groups/designresources/wiki/31fbd/attachments/027aa/GU%C3%8DA%20DEL%20PROCESO%20CREATIVO.pdf?sessionID=dc4f1cfe3ea257fde86db041b1ef39516c560bdc>

[Untitled image about a mind map]. (n.d.). Retrieved from <http://www.mindmapart.com/time-management-mind-map-paul-foreman/>

Morgan, C. A. (n.d.). Customer Journey Mapping (CJM) [Blog entry]. Retrieved from <https://www.b2binternational.com/publications/customer-journey-mapping/>

ToBeinn. (n.d.). Design Thinking provides the tools and techniques needed for creative problem resolution. Retrieved from <http://tobeinn.net/blog/design-thinking-provides-the-tools-and-techniques-needed-for-creative-problem-resolution/>

Module 3

Blank, S., and Dorf, B. (2013). *El manual del emprendedor. La guía paso a paso para crear una gran empresa.* [The Startup Owner's Manual.] Barcelona, ES: Centro Libros PA PF.

Blank, S. (2013). *Startupweekend conducting customer discovery Interviews* [Youtube Video]. Retrieved from <https://www.youtube.com/watch?v=V3syNbgSkwE&t=49s>

[Untitled image about the continuous improvement cycle]. (n.d.). Retrieved from <http://micursor.com/mejora-continua-en-las-empresas.html>

Martin, M. (2015). *¿Para qué sirven los arquetipos de usuarios?* [What are user archetypes for?]. Retrieved from <https://www.ida.cl/blog/estrategia-digital/arquetipos-usuarios/>

Module 4

Ries, E. (2013). *El método lean startup: Cómo crear empresas de éxito utilizando la innovación continua.* [The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.] [The Startup Owner's Manual.] Barcelona, ES: Deusto.

CONTINUE

Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

CONTINUE

Module 1. Value Proposition: Problem-solution Fit

Unit 1.1 Defining the First Customer Segment

Unit 1.2 Value Proposition

CONTINUE

Module 2. Customer Segment

Unit 2.1 Observe Your Customer Segment. Introduction to Design Thinking.

Unit 2.2 Imagine A Day in The Life of The Customer

CONTINUE

Module 3. Customer Development

Unit 3.1 Customer Development Method: Go Out There to Look for Facts

Unit 3.2 Concept of Customer Archetype and Empathy Map

CONTINUE

Module 4. Empathizing with the client

Unit 4.1 Lean Startup Method: Remove What Does Not Generate Value

Unit 4.2 Integration of Methodologies

CONTINUE