

# The People Value Canvas

A new user-centric tool for building value propositions

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Concept of Value

Value proposition

The People Value Canvas

# Concept of Value

# In the traditional marketing literature

... value has been seen in terms of value delivery

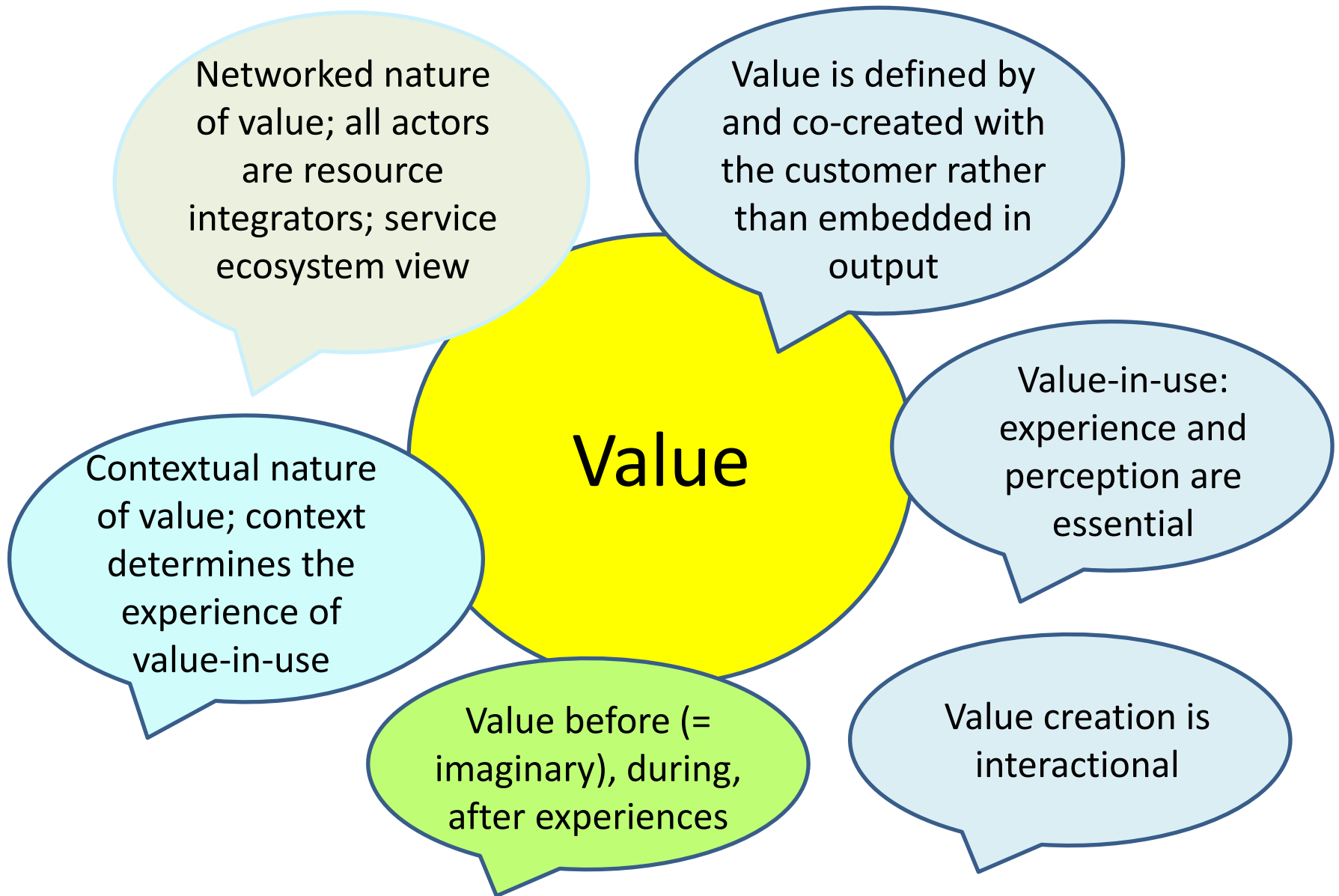
...value embedded in products

...customer is the recipient of the value the producer delivers

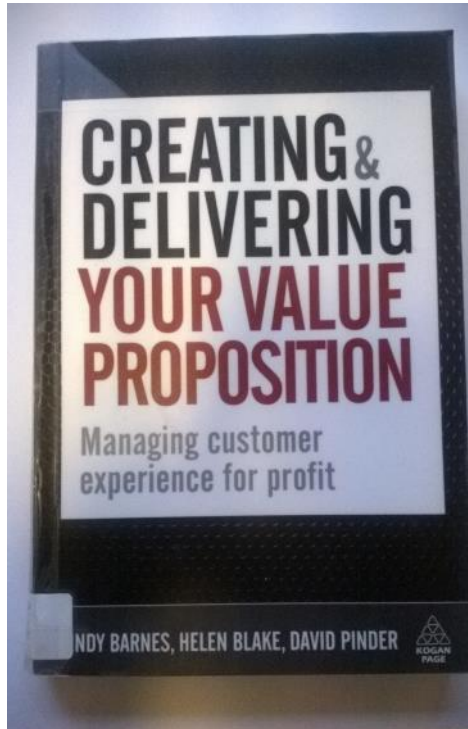
...something tangible and easily measurable

...objective and static construct

...value-in-exchange



# Value proposition



Barnes, Blake & Pinder, 2009

- A Value Proposition is the articulation of the measurable value of the experience that an organization or an individual will get from an Offering, where  $\text{Value} = \text{Benefits} - \text{Cost}$ . (p.22)
- Capability, impact, and cost

# AAL Forum 2014

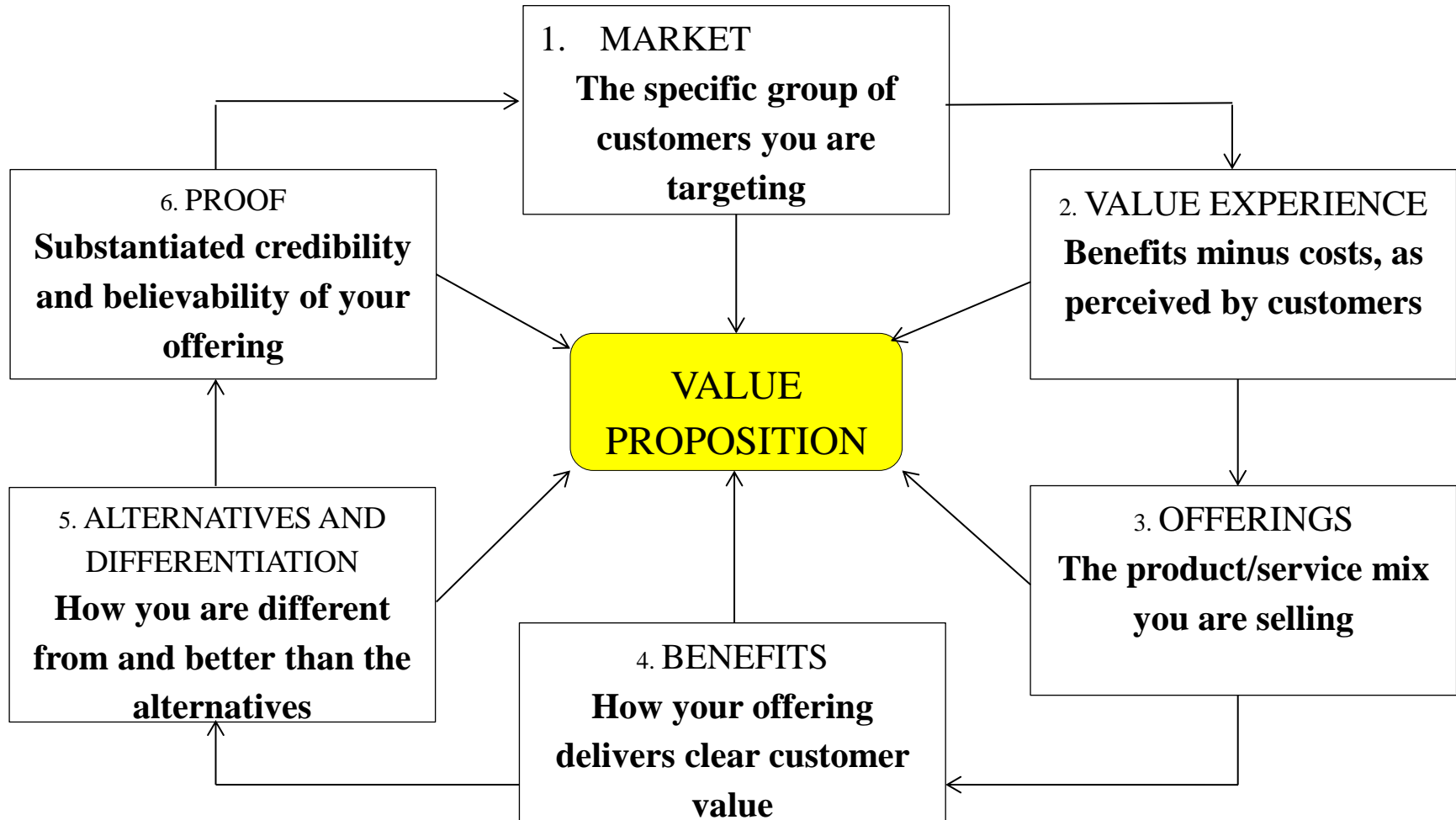


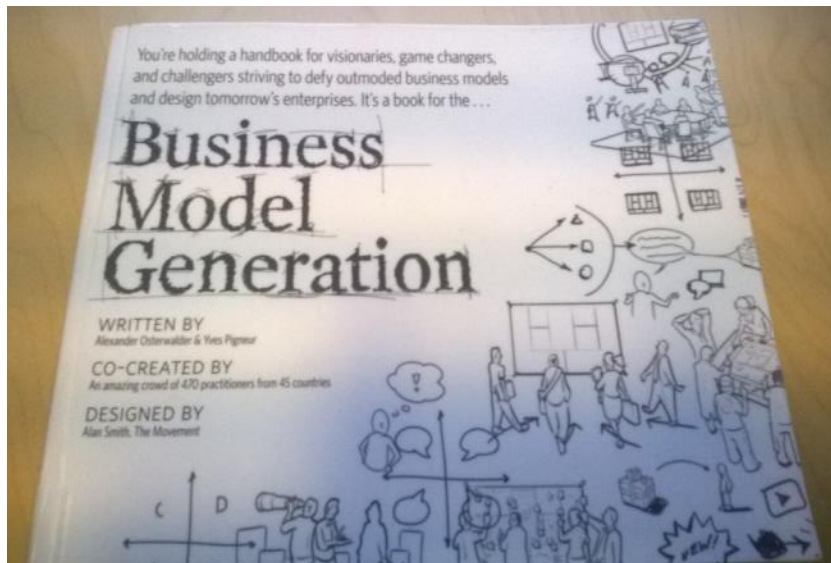
- AAL financed projects aim for a market entry of maximum 3 years after completing the R&D project. A successful market entry however depends very much on the specific **“Value Proposition”**, **a promise of value to be delivered and a belief from the customer that value will be experienced.**
- A value proposition for a new product or service should state **its capability, the expected impact, a proof, and the cost, that is, the price a customer is expected to pay.**



# Value Proposition Builder™

(Barnes et al. 2009, 31)



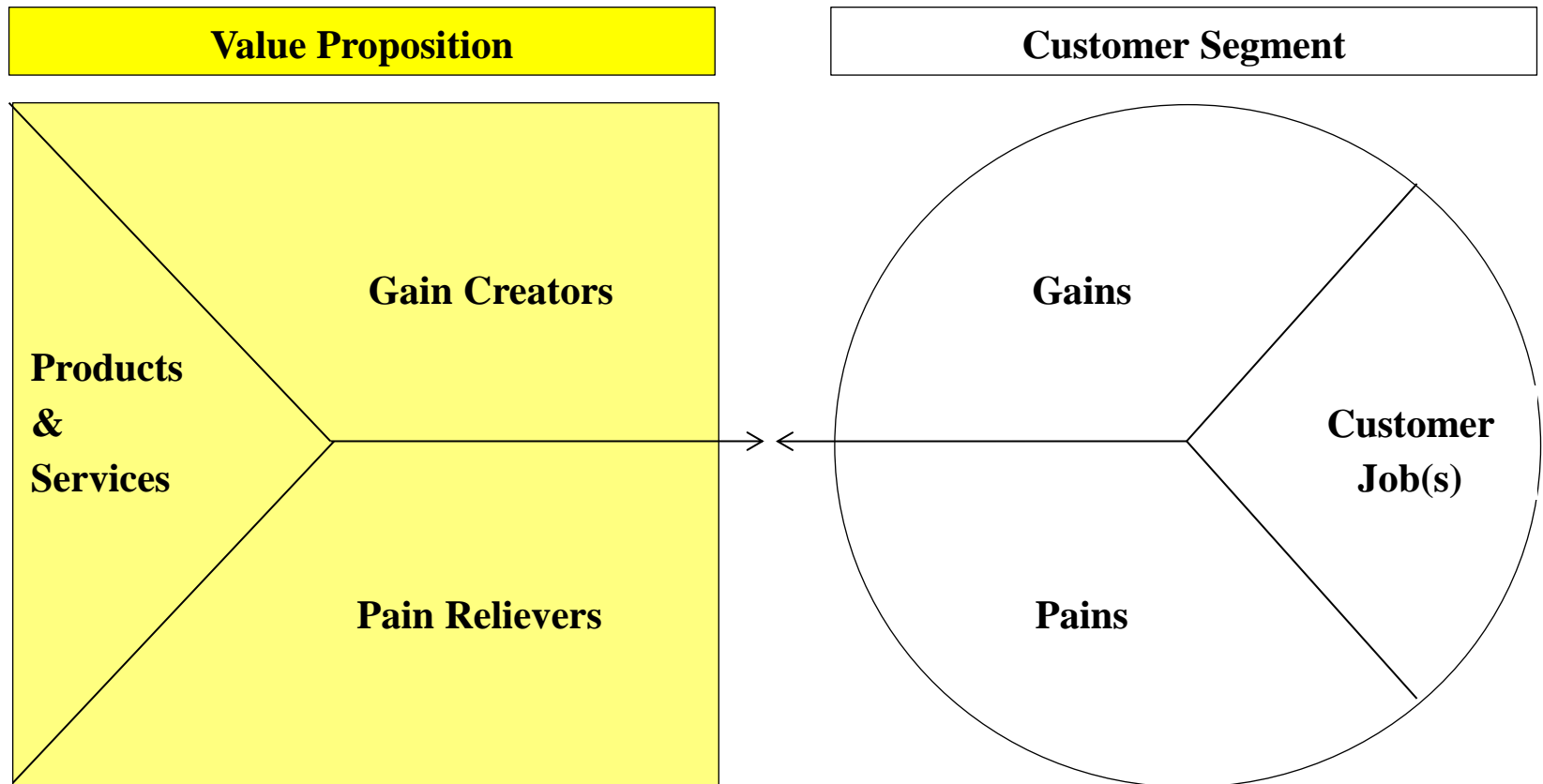


Osterwalder & Pigneurs, 2010

- Value Proposition describes the bundle of products and services that create value for a specific Customer Segment.

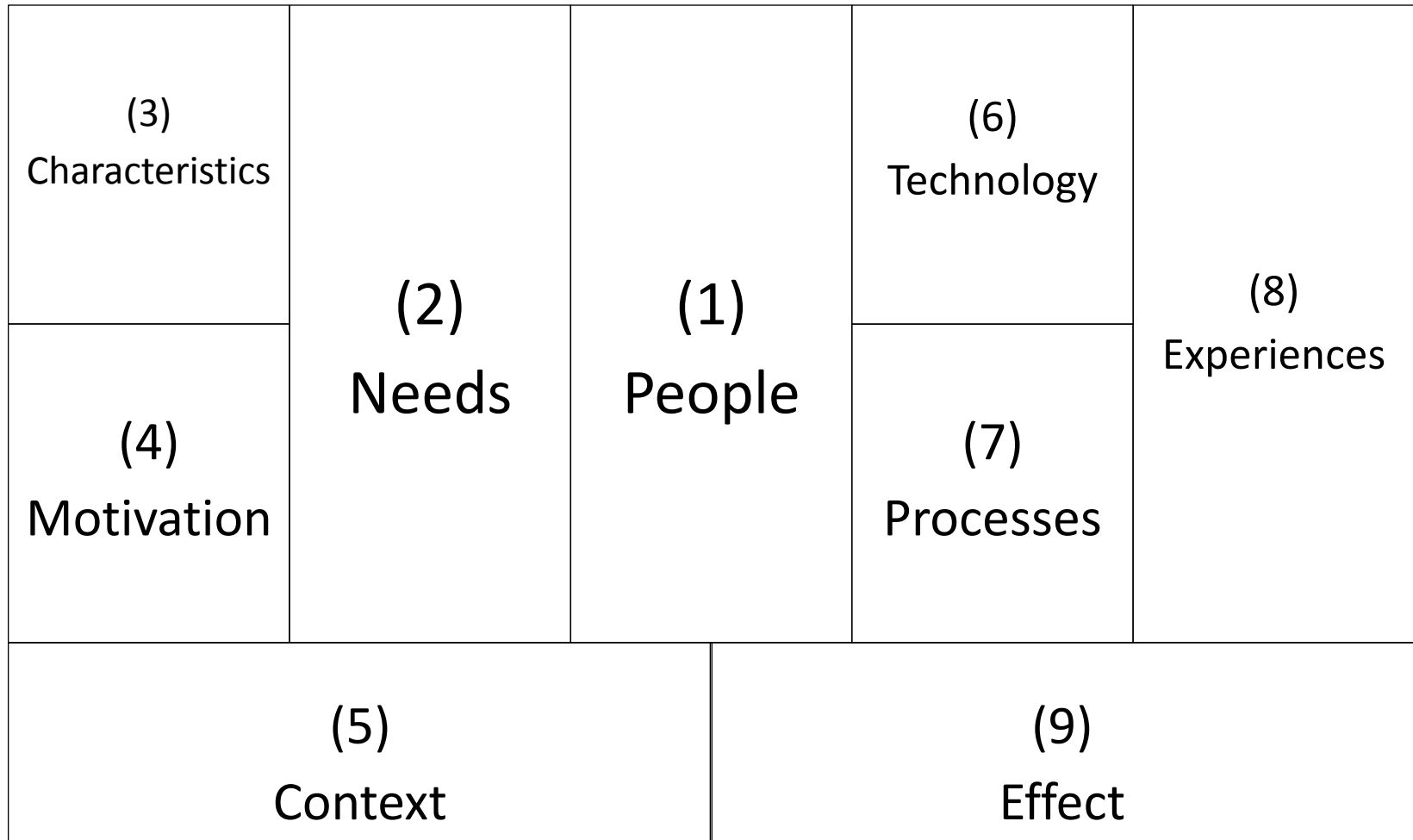
# The Value Proposition Canvas

(Osterwalder, 2012)



# The People Value Canvas

(Wildevuur et al. , 2013)





# Case: AAL-2011-4 Confident Motion



**companion**

# PVC Users

<p><b><u>Behavioral characteristics:</u></b> DIY and do it my way</p>	<p><b><u>Needs:</u></b> to know I am helped if needed; for effective communication in case of emergency; to communicate in an unintrusive manner; to have an easy way to connect; for important things, not all everyday issues; to feel inspired</p>	<p><b><u>People:</u></b> Male and female Retired Mild to moderate mobility challenges and limitations</p> <p>Portraits of Anna, the Dweller Mary, the Determined</p>	<p><b><u>Technology:</u></b> Not intrusive Automatic yet controlled by the user Easy to use Can be trusted in all conditions Interactive</p>	<p><b><u>Experiences (Outcome of jobs):</u></b> Feeling safer; Being more active mentally, socially and physically; Nearest are less worried; Something nice and interesting to look forward to; Joy of learning and feeling of being capable</p>
<p><b><u>MOTIVATION</u></b> Motivated by: Safety and security Being part of /belonging Beind more active mentally, socially and physically</p>			<p><b><u>Processes:</u></b> Core service plus tailored service packages</p>	
<p><b><u>Contexts:</u></b> Medical appointments, library visits, cycling tours, swimming halls, nature visits, city walks, dates, appointments, cultural activities, on the road</p>			<p><b><u>Effects:</u></b> Increased activity and mobility, reassured with a sense of security; reducing somewhat other forms of communication; increasing closer relationship / allowing other forms of communication; reducing related costs in society</p>	

# Private Companion's PVC

<p><b>Behavioral characteristics:</b></p> <p>Frequency of contacts is high; there are routines for informing Only when mutually agreed on</p>	<p><b>Needs:</b></p> <ul style="list-style-type: none"> <li>•To know your loved ones are ok.</li> <li>•To be sure of the user's safety.</li> <li>•To be able to help from distance.</li> <li>•To be effectively informed in case of emergency; need for effective communication in case of emergency.</li> <li>•To be able to communicate in an unobtrusive manner</li> </ul>	<p><b>People:</b></p> <p>Family members (spouses, children, siblings) and friends or neighbours of the users. They already have close relationships with the users.</p> <p>Note: of all ages, majority female?</p>	<p><b>Technology:</b></p> <p>Easy to use for both</p> <p>Enabling discreet following and use (even when the companion is occupied at work)</p>	<p><b>Experiences (Outcome of jobs)</b></p> <p>Less worried Reassured Sense of security Sense of relief Connected</p>
<p><b>Motivation:</b></p> <p>Decrease of concern To feel reassured To increase feelings of safety of the user The user's mobility</p>			<p><b>Processes:</b></p> <p>Both the user and the companion have to be in charge of the processes. Invitation and acceptance are needed every time.</p>	
<p><b>Context:</b></p> <p>Staying at home (e.g. the spouse = the user is going out, or the user travels further away) At work (especially when not able to pick up the phone)</p>		<p><b>Effect:</b></p> <p>More at ease Reducing somewhat other forms of communication Strengthening the feelings of closeness The user stays active and mobile -&gt; Reducing future costs for the user, his/her relatives and the society</p>		

# VP for the Private Companion

- Reassurance to the relatives of the older adults - that their loved ones are doing fine, when being on the move or at home
- Back up for the relatives and friends of the older adults, provided by a care organization



# Missing aspects...

of value and value creation in the present tools for building VPs:

- The interactional and
- networked nature of value
- Understanding of customers as resource integrators and
- the whole service ecosystem as a space for negotiating the resource sharing

VPs for all the actors involved in value co-creation, not just paying customers

## How to develop user friendly AAL-solutions

# CONNECT

The prospects are clear: we will live longer. The number of people aged 65 and up will increase over the next few decades. Society will change as a result, but how? Connectedness is a powerful tool rooted in human nature. By unfolding the nature of relationships and age-based transitions in life, we invite the reader to join us in an effort to design for connectedness. And to reframe the picture, rethink our options and reinvent how to Connect.

# DESIGN FOR AN EMPATHIC SOCIETY

**How to create people driven value propositions in the making of new business by unfolding potentials in the increasing market of older adults.**

Sabine Wildevuur  
Dick van Dijk  
Anne Ayvuri  
Mie Bjerre  
Thomas Hammer-Jakobsen  
Jesper Lund



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More about People Value Canvas:

Wildevuur, S., van Dijk, D.,  
Hammer-Jakobsen, T.,  
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# Thank you!

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