

Visual One-Page Summary of Quantified Value Proposition

On the page below, draw diagrams that represent the "as is" state and "possible" state, and summarize the benefits to the customer.

Quantified Value Proposition

"As is" State

Result in "As Is":

#1 Priority of Persona: _____

"Possible" State

Result in "Possible":

Summary of Benefits:

Reason for Benefits: