



VALUE MEASURES

DREAM OUTCOME

What is the best possible outcome your customers can achieve with your solution? How would their life be better?

PERCEIVED LIKELIHOOD

What – from your customer's perspective – is the likelihood to achieve such outcome? What obstacles might stand in the way?

4 VALUE
MEASURES

TIME DELAY

How long does it take to achieve the dream outcome? What are important 'winstates' along the way – and how quickly can the first one be reached=

EFFORT & SACRIFICE

How much effort and sacrifice does your customer have to put in? The less, the better!