

ADDED VALUE TOOLBOX

Questions for guided ideation

FINANCIAL VALUE

PaaS can help customers avoid upfront purchasing costs, reduce ownership costs, and distribute costs over time. This improves product affordability and may benefit the customers' financial health.

How may you strengthen your value proposition by...

- Improving product affordability? (eg, by removing upfront costs and/or distribute costs over time).
- Including your customer's running costs (e.g. insurance, maintenance, repair) in the offer?
- Improving your customer's sense of financial security?

FUNCTIONAL AND STRATEGIC VALUE

PaaS can reduce the responsibility of ownership and improve the flexibility for the customer by allowing upgrades and cancellation of services. PaaS can also grant the customer access to external expertise and increase the focus on their core activities.

How may you strengthen your value proposition by...

- Saving effort, space or time for the user?
- Allowing for upgrades of technology or service?
- Allowing the user to switch technology or services?
- Allowing the user to extend or cancel the service?
- Relieving the user from non-value adding tasks such as administration, monitoring or maintenance?
- Offering technical expertise beyond your customers' capabilities?

EMOTIONAL AND SOCIAL VALUE

For consumers, PaaS can appeal to consumer's desire to experience novelty and variety whilst taking off ownership responsibilities. It can also contribute to a customer's need for status, image or social interaction.

How may you strengthen your value proposition by...

- Adding a feeling of novelty or variety?
- Adding a feeling of security or comfort?
- Contributing to your customer's desired status/image?
- Contribute to your customer's need for social interaction?
- Contributing to a sense of belonging?