

MODULE 3 ASSIGNMENT: VALUE PROPOSITION MAKEOVER

Purpose

In Module 3, you learned that strong marketing starts with a clear **value proposition**— a promise of value that fits a **specific target customer**. This assignment helps you practice writing value propositions that are **targeted, believable, and easy to understand**.

Business Options (Choose ONE)

Choose **one** of the following fictional campus-based businesses to focus on for this assignment:

1. **Late-Night Study Snack Cart**

Grab-and-go snacks + drinks near the library from 8 PM – 12 AM.

2. **Dorm Laundry "Text Alert" Service**

Students get notifications when washers/dryers are open and when their cycle ends.

3. **Campus Shuttle Tracker App**

Real-time shuttle tracking + closest stop + arrival countdown.

4. **Peer Note Exchange + Study Pack Marketplace**

Students buy/sell exam packs (notes + practice questions + summaries).

5. **Microwave Meal Prep Pickup**

Weekly dorm-friendly meals designed for microwaves (no stove needed).

What You Submit

Submit **ONE** of the following formats. No paragraphs are required; use bullets only.

- **Half-page** response (Word/PDF document)
- **One-slide** response (PowerPoint/PDF)

Assignment Requirements (Bullets Only)

Part A — Target Customer (3 bullets)

1. **Target segment name:** (example: "First-year dorm students who procrastinate studying")
2. **Situation:** When do they need this most? (one sentence)
3. **Top priority:** Choose ONE main priority from this list:
 - Save time
 - Reduce stress
 - Feel confident
 - Save money
 - Avoid embarrassment

Part B — Benefits and Costs (6 bullets total)

List the following:

- **3 benefits** your business delivers (what improves for the customer).
- **3 costs/concerns** that might stop them from using it.

Important: At least 2 costs must be non-money costs, such as time, effort, uncertainty, inconvenience, social discomfort, or risk.

Part C — Write Two Value Propositions (2 sentences)

Write **two** value propositions using the required template below.

Template:

For (target customer), **(business)** provides **(primary benefit)** **because** (reason to believe / proof).

- **Version 1:** Simple + direct.
- **Version 2:** More specific (include one detail such as time, convenience, proof, or outcome).

Part D — Choose Your Best + Improve Believability (3 bullets)

1. Select your strongest value proposition: **V1 or V2**.
2. Give **one reason** it is stronger (e.g., clarity, specificity, better match to target, reduces a fear).
3. Add **one "tiny fix"** that makes it more believable (a proof point or small feature/process change).

Examples of tiny fixes: "Takes under 2 minutes to set up," "First 50 users get a free trial," "Pickup takes under 60 seconds," "Verified sellers," or "Text reminders so you don't forget."

Submission Deadline

Grading Rubric (25 points total)

Category	Points	Criteria
Target Clarity	5 pts	Target is specific and realistic (not "everyone").
Benefits + Costs	6 pts	3 benefits + 3 costs listed; at least 2 costs are non-money costs.
Value Propositions	10 pts	Both follow the required template and clearly fit the target.
Best Choice + Improvement	4 pts	You identify the stronger value proposition and add a realistic "tiny fix."