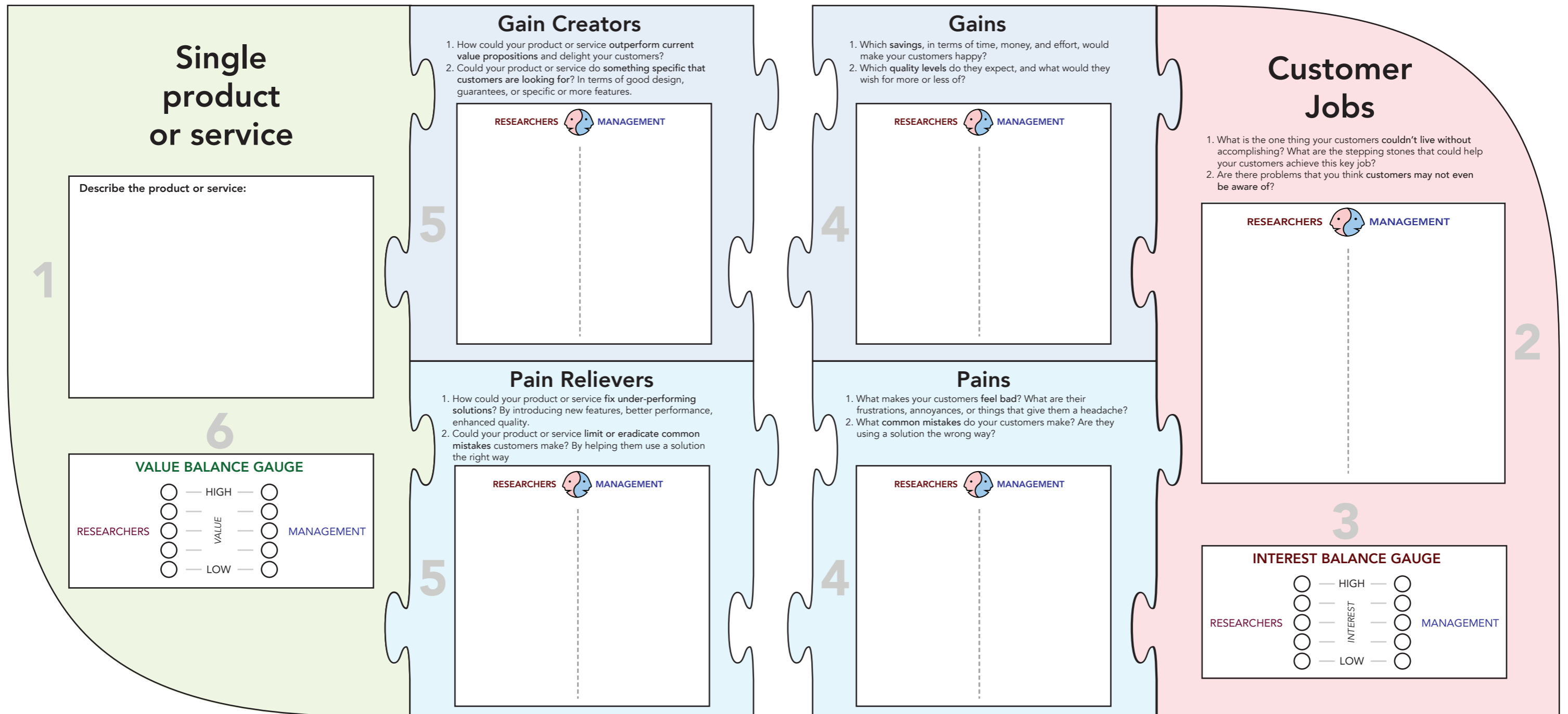


# VESPERS – Values Proposition model for Research Support

Presented at the EARMA Annual Conference 2017 in Malta



## Instructions:

1. Begin by describing the product or service to be analyzed. This should be an objective, technical description.
2. Describe the job that this service performs to the two key "customer" groups: researchers and management. Use the trigger questions for guidance or inspiration.
3. Next, estimate how important the job is to each customer group by using the "Interest Balance Gauge" (fill out **one** circle in each column).
4. Then analyze the pains and gains (4), and;
5. pain relievers and gain creators, again using the trigger questions as guidance and inspiration.
6. Finally, grade the value of the product or service in Value Gauge by weighing all the information in the chart together.