

App Partner - Use Case Document



Value Proposition Module

What is the customer's value?

App Provider Name & App Name

Value Proposition

What are the customers' **benefits** with your app?



Application Use Case

Use Case Description and Jobs-to-be-done

- What is the application **use case**?
- What are the **jobs-to-be-done** with the use case?

Existing Solutions/ Alternative Technology

- What existing solutions, tasks or methods does the customer use today?
- How is the problem currently solved?

Happiness/ Gains

- How do customers **measure success**?
- When do customers get **satisfied**?

Frustrations/ Pains

- What are the customer's **barriers & difficulties** today?



Customer Module

Who are the customers?

Targeted customer description

- What is the typical **customer** of this application?
- What is the typical **user** of this application?

Application target segments

- What is the targeted **geographic region** for sales?
- What is the targeted **industry**?
- Are there any customer **references** available?

Marketing and sales channels

- Provide a how-to-guide (video or manual) for the application.



Delivery Module

How to realize?

Key activities

- What is the **Unique Selling Point (USP)** of the application in the use case?

Key resources

- What are the hardware and software **prerequisites** for data input and output?

Key partners

- Are there any **partner** needed to implement the solution? If so, who are they?

Constraints and technical limitations

- Do you have a preliminary **test Report**?
- Are there any **technical limitations**?
- Provide an **architectural diagram** of the application?

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Key activities

Key resources

Key partners

Technical implications