

## **ABSTRACT**

*Signature Store is a business engaged in online retail that sells fashion products based on daily lifewear and lifestyle-stuff products, therefore it can be interpreted that this Signature Store has fashion products for sales. Value Proposition Canvas is a strategy that plays a role in analyzing consumer needs and producing answers to market needs in the business, which later the results of the analysis are expected to introduce the business to a wider market share.*

*This study aims to reveal the needs and desires of Signature Store customers and the value map offered by the Signature Store through the Value Proportion Design approach from Alexander Osterwalder.*

*This study uses a qualitative method. The data collection technique in this research is by conducting semi-structured interviews with 30 informants who are Signature Store customers and prospective customers who have and have never made a purchase but have the potential to make a purchase at the Signature Store.*

*This study uses a value proposition canvas to show the adjustment between the value map and consumer profiles of the Signature Store customer segment. The Signature Store value map consists of three parts, namely products and services, pain relievers and gain creators. Meanwhile, the consumer profile consists of three parts, namely customer jobs, customer pains and customer gains. The results of this study indicate that there is an adjustment between the consumer profile and the value map that can be a reference for the Signature Store in the future in determining customer segments and product creation.*

**Keywords:** *Value Proposition Design, Value Proposition Canvas, Customer Profile, Value Map*