

THE ELEMENTS OF VALUE PYRAMID

What outcome do your products and services deliver? When a customer evaluates a purchase, the perceived value helps determine that decision. The higher up on the value pyramid, the more people care, and the greater the customer's loyalty.





FUNCTIONAL

EMOTIONAL

LIFE CHANGING

SOCIAL IMPACT

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|---|---|---|--|--|---|---|
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SAVES TIME | 
SIMPLIFIES | 
MAKES MONEY | 
REDUCES RISK | 
ORGANIZES | 
INTEGRATES | 
CONNECTS |
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REDUCES EFFORT | 
AVOIDS HASSLES | 
REDUCES COST | 
QUALITY | 
VARIETY | 
SENSORY APPEAL | 
INFORMS |

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REDUCES ANXIETY | 
REWARDS ME | 
NOSTALGIA | 
DESIGN/ AESTHETICS | 
BADGE VALUE |
| 
WELLNESS | 
THERAPEUTIC VALUE | 
FUN/ ENTERTAINMENT | 
ATTRACTIVENESS | 
PROVIDES ACCESS |

- | | | |
|--|--|---|
| 
PROVIDES HOPE | 
SELF- ACTUALIZATION | |
| 
MOTIVATION | 
HEIRLOOM | 
AFFILIATION/ BELONGING |

