

ABSTRACT

Nerve Studios is one of the micro businesses engaged in digital agency services in the city of Jambi. Previously, Nerve Studios experienced blackouts because it had to close in 2021 due to a business model that was still unclear and difficulties in creating a value map and customer profile. This allows Nerve Studios to revise and validate every business model strategy they have in building their business by creating a value map that is in accordance with the customer profile to avoid the risk of failure. Nerve Studios aims to rebuild its business by 2022. This issue is a challenge that prompts Nerve Studios and potential Nerve Studios clients to learn more about the key issues they face.

The purpose of this study is to identify the Nerve Studios customer profile, to find out the Nerve Studios value map and to create a fit between the Value Map and the Customer Profile at Nerve Studios. The method used in this study is a qualitative method with the phenomenon of this research being investigated using the case study method. Data collection techniques in this study were carried out by means of in-depth interviews, observation, and secondary data collection. While the speakers in this study are the owners of Nerve Studios and business owners who are potential customers of Nerve Studios.

The results of this study indicate that the Customer Profile in this study, namely on Customer Jobs, consists of the interests of product photos, the need for quality and quantity of photos, and the functions provided by product photos. Then the Customer Profile in pains has consumer complaints where the need for product photo services, inappropriate output, poor communication and unspecified time. Furthermore, the customer profile in the gains consists of good communication, good and appropriate quality, the quantity provided can meet needs, affordable costs and trust in cooperation. Whereas on the Value Map obtained from Nerve Studios in Pain Relievers, there is a package in product photo services, the costs provided are affordable, the quality of the products is good and the quantity of photos provided is as needed. Then the Value Map obtained from Nerve Studios in Gain Creators is that there are varied services, guaranteed quality and quantity, cost adjustments, and work agreements. The Value Map obtained in Products and Services, namely Nerve Studios, provides services and product photos in order to attract consumers.

The fitting results obtained between pain relievers on the value map and pains on the customer profile are only on customer needs for product photo services. Whereas for other customer pains there is no compatibility with the pain relievers contained in the value map. The results of the fitting between the gain creators on the value map and the gains on the customer profile are guaranteed quality and quantity, good quality, sufficient quantity, cost adjustments, and trust in working together, while what is not suitable is good communication. The result of the fitting between customer jobs on the value map and product and service on the customer profile is to show compatibility where Nerve Studios provides photo and video services for customer products that match the customer jobs on the value map, namely the importance of product photos, the need for quality and quantity of product photos and the function given to the product photo.

Keyword: *Value Proposition Design, Micro business, Value Map, Customer profile*