

## **ABSTRACT**

*Many people are unfamiliar with computer and laptop equipment including technical terms used even though a computer is a tool that is used every day by certain people in their daily activities. If problems begin to arise on a laptop, usually the user does not understand what to do so that some people are lazy to go to the service place and prefer to continue using the laptop in the middle of their activities even though they feel a little uncomfortable with the damage to the laptop that is happening. ServEasy is a startup that carries the innovation of an application connecting computer and laptop repair services with customers. ServEasy is a startup that carries the innovation of an application connecting computer and laptop repair services with customers. ServEasy was established on March 31, 2021 and under the auspices of the independent learning campus program, namely Wrap Entrepreneurship at Bandung Techno Park, Bandung, West Java.*

*The purpose of this study is whether there is a compatibility between the Value Map and the Customer Profile owned by startup ServEasy, so that it will result in a value proposition design for ServEasy to know what the company should do to meet market needs.*

*The research method used is a descriptive qualitative method. The analysis carried out involves a semi-structured interview stage and uses customer profile categories. Primary data collection uses observation, interviews, and documentation.*

*The final result of this study is the customer profile of ServEasy, based on what consumers do in using computer and laptop services, things that interfere and are expected by consumers when using computer and laptop services.*

*Advice for startups in the field of computer and laptop repair services is in the sub-products and services to be equipped for the ideal value of startups in the field of computer and laptop repair services. And suggestions for researchers then value maps and customer profiles can be developed with different customer segments from this study.*

**Keywords : ServEasy, Value Proposition Canvas, customer profile, value map.**