

## Customer Jobs

Ask yourself:

- What **functional jobs** is your customer trying get done? (e.g. perform or complete a specific task, solve a specific problem, ...)
- What **social jobs** is your customer trying to get done? (e.g. trying to look good, gain power or status, ...)
- What **emotional jobs** is your customer trying get done? (e.g. esthetics, feel good, security, ...)
- What **basic needs** is your customer trying to satisfy? (e.g. communication, sex, ...)

## Customer Pains

Ask yourself:

- What does your customer find **too costly**? (e.g. takes a lot of time, costs too much money, requires substantial efforts, ...)
- What makes your customer **feel bad**? (e.g. frustrations, annoyances, things that give them a headache, ...)
- How are current solutions **underperforming** for your customer? (e.g. lack of features, performance, malfunctioning, ...)
- What are the main **difficulties and challenges** your customer encounters? (e.g. understanding how things work, difficulties getting things done, resistance, ...)
- What **negative social consequences** does your customer encounter or fear? (e.g. loss of face, power, trust, or status, ...)
- What **risks** does your customer fear? (e.g. financial, social, technical risks, or what could go awfully wrong, ...)
- What's **keeping your customer awake at night**? (e.g. big issues, concerns, worries, ...)
- What **common mistakes** does your customer make? (e.g. usage mistakes, ...)
- What **barriers** are keeping your customer from adopting solutions? (e.g. upfront investment costs, learning curve, resistance to change, ...)

## Customer Gains

Ask yourself:

- Which **savings** would make your customer happy? (e.g. in terms of time, money and effort, ...)
- What outcomes does your customer **expect** and what would go **beyond his/her expectations**? (e.g. quality level, more of something, less of something, ...)
- How do current solutions **delight** your customer? (e.g. specific features, performance, quality, ...)
- What would make your customer's **job or life easier**? (e.g. flatter learning curve, more services, lower cost of ownership, ...)
- What **positive social consequences** does your customer desire? (e.g. makes them look good, increase in power, status, ...)
- What are customers **looking for**? (e.g. good design, guarantees, specific or more features, ...)
- What do customers **dream about**? (e.g. big achievements, big reliefs, ...)
- How does your customer **measure success and failure**? (e.g. performance, cost, ...)
- What would **increase the likelihood of adopting** a solution? (e.g. lower cost, less investments, lower risk, better quality, performance, design, ...)