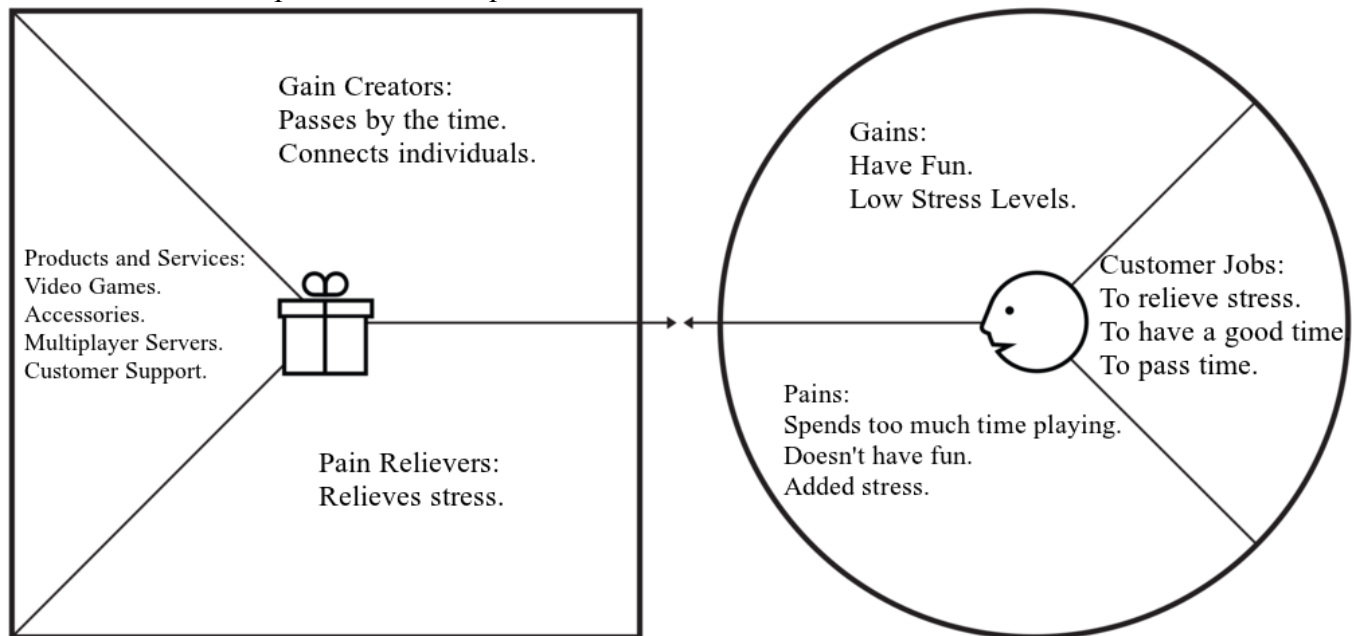


Session 1M Homework

Rice Games Dual Internship

Noel Battle

1. A customer profile is broken into three parts: jobs, pains, and gains. Jobs are the work and life goals of the customer. Pains are risks and things that get in the way of the customer. Gains are outcomes customers want to receive, that help them toward their job. An optimal customer profile maximizes gains and reduces risks.
2. Value maps help describe how value is created for a customer. Value maps are broken into three parts: gain creators, products and services, and pain relievers. Gain creators are how a product creates customer gains. Products and services are the list of things/utilities a company provides to customers. Pain relievers are how a product reduces customer pain.
3. A Value Map with more gain creators and pain relievers will lead to more gains and less pains. This will lead to an optimal customer profile.



- 4.
5. A business model canvas helps create and capture value for a business.
6. Cost structure describes all costs to run a business model. Revenue streams are how a business manages to maintain value by setting their product at a price that customers are willing to pay.
7. Key activities are crucial tasks a business must perform efficiently. Key partners are the network of suppliers and associates that bring in external resources. Key resources are essential assets needed to run an organization with maximum efficiency.
8. Shujinkou is a Japanese role playing game, that enthralls the player with immersive gameplay and a beautiful soundtrack, while simultaneously teaching the player Japanese reading and writing skills.