

Activity

Customer Jobs, Pains, and Gains

Context

By now you have identified your customer segments and your niche already, right? So, how does it help the customer if you just identified the segment but do not understand their pain points? How would you further address customer issues, if you did not know what these issues are?

In this activity, you will identify the **Customer Jobs, Pains, and Gains**.

To understand how to do so, watch these 2 videos:

1. Video: **Customer Segments – Concept**
2. Video: **Customer Segments – Example**

Instructions:

Think of the customer segments that you have identified for your business idea. Fill the **Customer Segment** section of the Value Proposition Canvas with the following:

- Customer Jobs
- Pains
- Gains

Activity

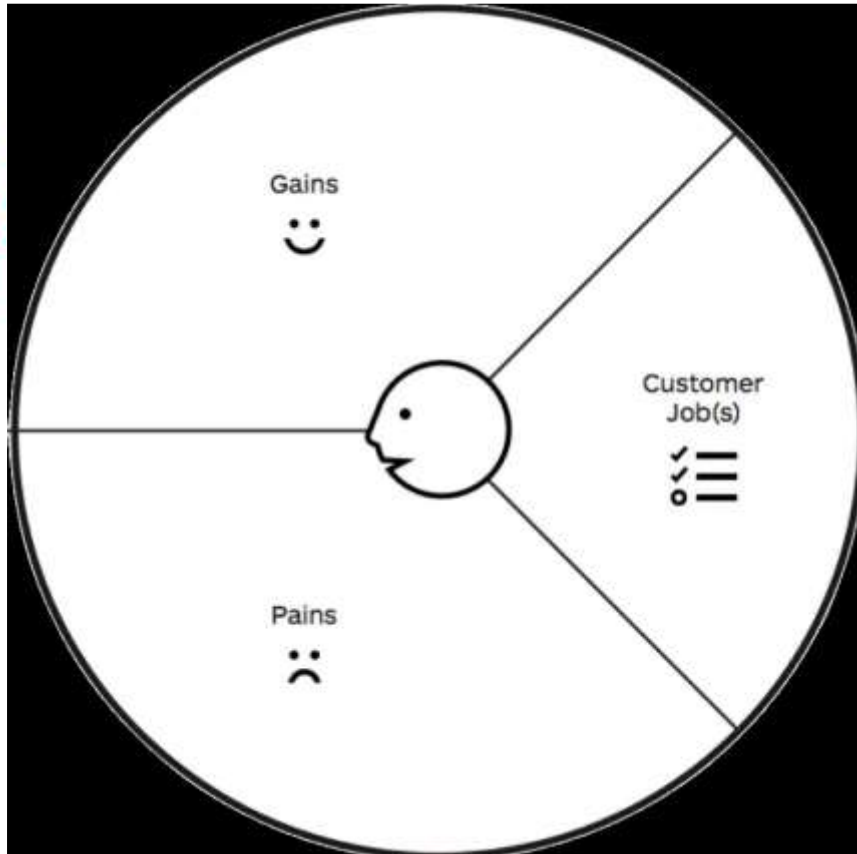
Customer Jobs, Pains, and Gains

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Foundational Course in Entrepreneurship

- 1) Time saving
- 2) Getting all required worship material at the doorstep
- 3) Competitive pricing beneficial for pockets.

- 4) Can easily locate pandit in one click



- 1) Finding Pandit Online
- 2) Getting worship material at door step
- 3) Comparing charges for various pujas

- 1) Not getting enough time
- 2) Difficulty in locating pandits
- 3) Difficulty in getting worship material due to lack of knowledge.
- 4) Unorganized market so there is no regulated price.