

1. The three parts that make up a customer profile are customer jobs, customer pains, and customer gains. Customer jobs are the things that the customer is trying to get done in their work or life. There are three main types of customer jobs: functional, social, and personal/emotional. Functional jobs are when the customer tries to complete a specific task or solve a specific problem. Social jobs are when your customers want to look good or gain power/social status. Personal/emotional jobs are when your customer seeks a specific emotional state, like feeling good or peace of mind. There are also supporting jobs which arise from three different roles; buyer of value, co creator of value, and transferrer of value. Buyer of value are jobs related to buying value, such as comparing offers or deciding what products to buy. Cocreator of value are jobs related to cocreating value with your organization, such as posting product reviews or doing surveys to participate in the design of your product. Transferer of value are jobs related to the end of a value proposition's life cycle like cancelling a subscription or reselling a product. The second part of a customer profile is customer pains. Customer pains describe anything that annoys your customers before, during, and after trying to get a job done. Pains also describe risks related to getting a job done badly or not at all. Pains can range from moderate to extreme. The final part of a customer profile is customer gains. Gains describe the outcomes and benefits that customers want. Some gains are required, gains without which a solution wouldn't work; expected, relatively basic gains that we expect from a solution; or desired, the gains that go beyond what we expect from a solution but would love to have if we could; or completely unexpected by the customer.
2. The three things that make up a value map are products and services, pain relievers, and gain creators. Products and services are a list of what you can offer. These can be physical/tangible, intangible (e.g. copyrights or services), digital, or financial (e.g. investment funds and insurances). Pain relievers describe how exactly your product and services alleviate specific customer pains. They outline how you intend to eliminate or reduce some of the things that cause customer pains. Gain creators describe how your products and services create customer gains. They outline how you intend to produce outcomes and benefits that your customers expect.
3. A part of the customer map that parallels the value map is customer pains for the value map pain relievers. For example we can use a phone as the product. The customer pain that the product is attending to is the inability for people to talk to each other long distance in a manner faster than texting. The pain reliever in the value map would be the ability to call across long distances and talk to people.
4. See picture attached

5. The business model canvas is like a painter's canvas—preformatted with nine blocks—which allows you to paint pictures of new or existing business models. The nine blocks are key partners, key activities, key resources, value proposition, customer relationships, customer segments, channels, cost structure and revenue stream. The customer segment defines the different groups of people or organizations an enterprise aims to reach and serve. Value propositions describe the bundle of products and services that create value for a specific Customer Segment the bundle of products and services that create value for a specific Customer Segment. The Channels block describes how a company communicates with and reaches its customer segments to deliver a value proposition. The customer relations block describes the types of relationships a company establishes with specific customer segments.
6. The revenue streams block represents the cash a company generates from each customer segment (revenue-cost = earnings). The cost structure describes all costs incurred to operate a business model. Essentially cost structure is what the most important costs are associated with a product or service, whereas revenue streams is how much and through which methods are people willing to pay for your service.
7. The key resources block describes the most important assets required to make its business model work. The key partnerships building block describes the network of suppliers and partners that make the business model work. Key activities block describes the most important things a company must do to make its business model work.
8. Shujinkou is a action packed platformer with a JRPG story that uses gameplay elements to teach japanese. It follows 3 characters named shu, jin, and kou who fight their way through hordes of demons in ancient japan to save the world. Each of these characters has a strong background and their own story that the player learns as the game progresses.