**CUSTOMER PAINS**

**UNICA**

1. How do your customers define too costly? Takes a lot of time, costs too much money, or requires substantial efforts?

* Takes a lot of time to find something that suits customer needs.
* Too many complicated steps to make an appointment and order.

1. What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?

* Don’t have mobile or laptap.
* Don’t have internet.
* High course costs.
* There are not many customers every day.
* Too many course to choose.

1. How are current value propositions under performing for your customers? Which features are they missing? Are there performance issues that annoy them or malfunctions they cite?

* Their website is often slow due to network.
* Running ads on multiple media but not effective.

1. What are the main difficulties and challenges your customers encounter? Do they understand how things work, have difficulties getting certain things done, or resist particular jobs for specific reasons?

* Too many options make them not know what to choose.
* Too much work and no time to learn offline.

1. What negative social consequences do your customers encounter or fear? Are they afraid of a loss of face, power, trust, or status?

* Consultants disrespect.
* The course is not transmit well.
* There are too many competitors.

1. What risks do your customers fear? Are they afraid of financial, social, or technical risks, or are they asking themselves what could go wrong?

* Pay money to enjoy unhappy course.
* Delivered at the wrong address.
* Domino effect when customers have negative reviews.

1. What’s keeping your customers awake at night? What are their big issues, concerns, and worries?

* Money, work , childrend, health, …

1. What common mistakes do your customers make? Are they using a solution the wrong way?

* Study wrong way , method.
* Spend more time to play game.

1. What barriers are keeping your customers from adopting a value proposition? Are there upfront investment costs, a steep learning curve, or other obstacles preventing adoption?

* High annual costs.
* Reliability of website when there are too many similar website.
* Older customers restrict the use of electronic devices.
* Some customers prefer more lecture familiar instead of searching or suggesting new lecture.