**PAINS   
Rent – could be a gain if cheap**

**Limited time?**

**Far from city center**

**Niche taste**

**GAINS**

**Clear view of scenic Latvian nature**

**Nice neighborhood**

**Room service?**

**Comfort**

**Secluded from society**

**Good reception?**

**Easy access to information regarding their stay?**

**Boujeeee?**

CUSTOMER GAINS

Customer gains make your customer happy, save effort, time or money. These are the objectives that would make their life and the primary job-to-be-done easier.

Customer gains have varying levels of priority:

* Required Gains - These are the gains which a solution can’t function without.
* Expected Gains - These are the gains we expect from a solution, even if it could work without them.
* Desired Gains - These are the gains that we would love to have if we could, but are not expected from a solution.
* Unexpected Gains - These are the features that go beyond what is expected.

CUSTOMER PAINS

Customer pains describe what is annoying and troubling for your customer. These are the blockers that are preventing your customer from getting their job done.

Pains can take the form of undesired costs or situations, negative emotions or unwanted risks.

Customer gains are not the opposite of pains. Gains are the ambitions that people have. They are the things that ultimately make them happy.

Like jobs to be done, both pains and gains fall into [three broad categories](https://www.steveforbes.com.au/blog/2019/8/13/the-3-types-of-customer-job) - functional, social and emotional.