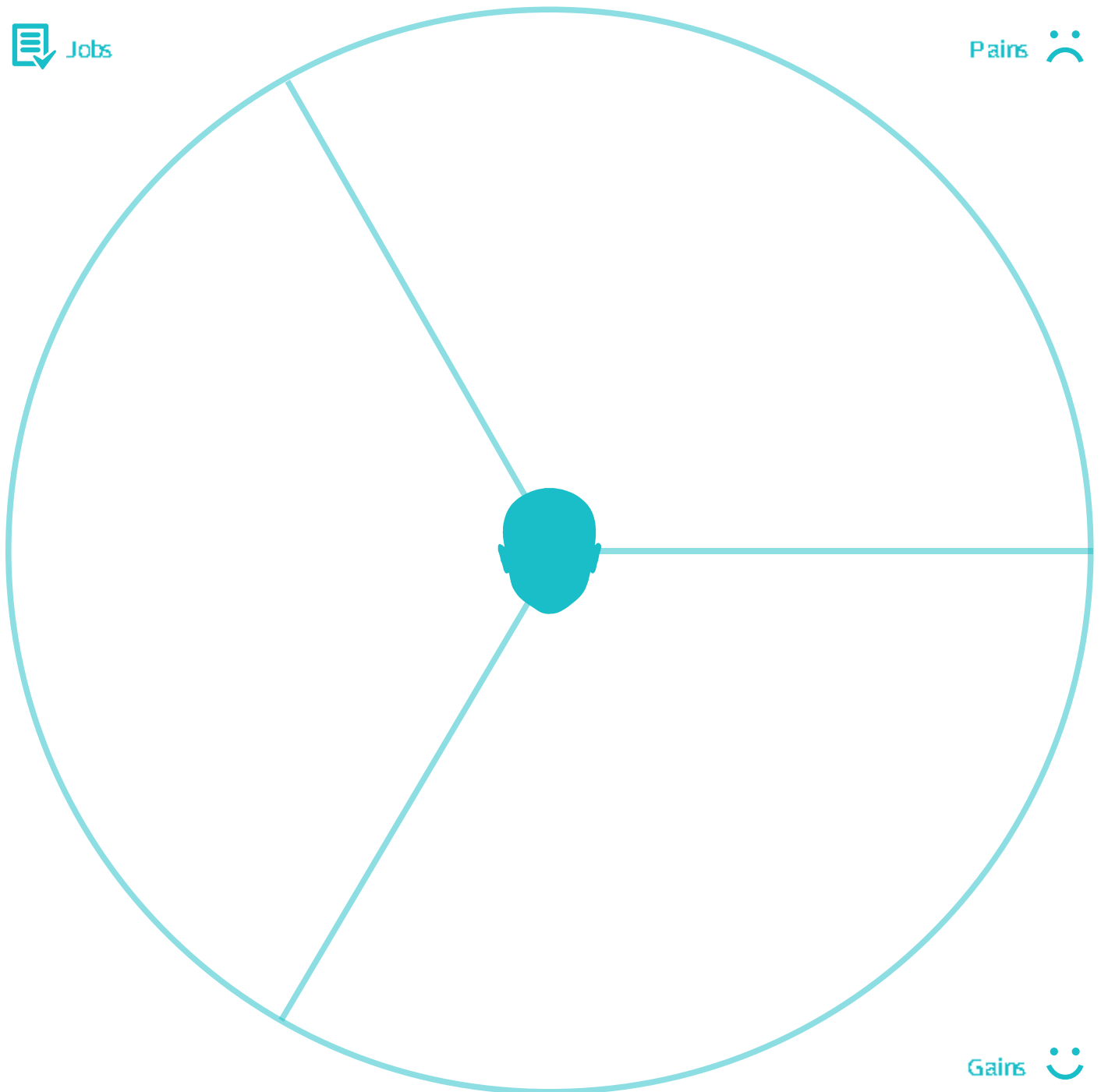


Customer map

Customer description

 Jobs

Pains 



Gains 



Customer map

How to use the map

This helps you think about your customers, what they are trying to do, and the pains and gains they run into. Start by choosing your best type of customer and try to think what jobs they are trying to do. Then think what pains and gains they face. Use the map with a pencil or, if you want to move things around small post-it notes. If you use post-it notes, put just one item on each. When you have finished each section rank, the impact of each item from or 1-10 where 1 is hardly at all and 10 is critical. Any surprises or discoveries?



Customer description

Most businesses have different types of customer, and some are more valuable to the business than others. Start with the customers who spend the most money with you. Describe them as well as you can then complete a sheet for each type.



Customer jobs

Jobs describe the things your customers are trying to get done in their work or in their life. A customer job could be the tasks they are trying to perform and complete, the needs they are trying to satisfy or the problems they are trying to solve. Ask yourself these questions to get started

- Which job is most important to your customer? What are the steps to achieving this job?
- What does your customer need to accomplish that involves interaction with others?
- What tasks are your customers trying to perform in their work or personal life? What functional problems are your customers trying to solve?
- What emotional needs are your customers trying to satisfy? What jobs will give a sense of self-satisfaction if completed successfully?
- How does your customer want to feel? What does your customer need to do to feel this way?



Customer pains

Pains describe anything that annoys your customers before, during, and after trying to get a job done or simply prevents them from getting a job done. Ask yourself these questions to get started

- What's keeping your customers awake at night? What are their key issues, concerns, and worries?
- What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?
- How are current value propositions failing your customers? Which features are they missing?
- What common mistakes do your customers make?
- What stops your customers from buying a product or service? Cost? A steep learning curve, or other obstacles?



Customer gains

Gains describe the results and benefits your customers want. Gains include functional gains, social gains, positive emotions, and saving money. Ask yourself these questions to get started

- What do customers want most? What do they want to achieve?
- What savings are most important to your customers? Time, money, effort?
- What would make your customers' jobs or lives easier?
- What positive social consequences do your customers want?
- What are customers looking for the most? Are they searching for good design, guarantees, specific features or more features?

