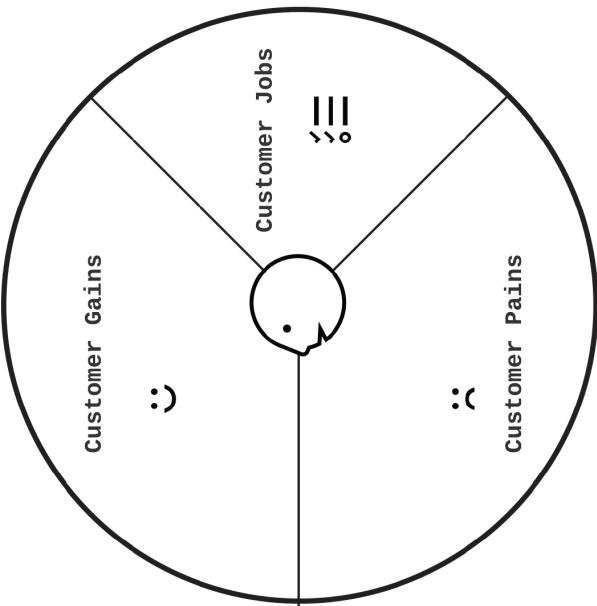


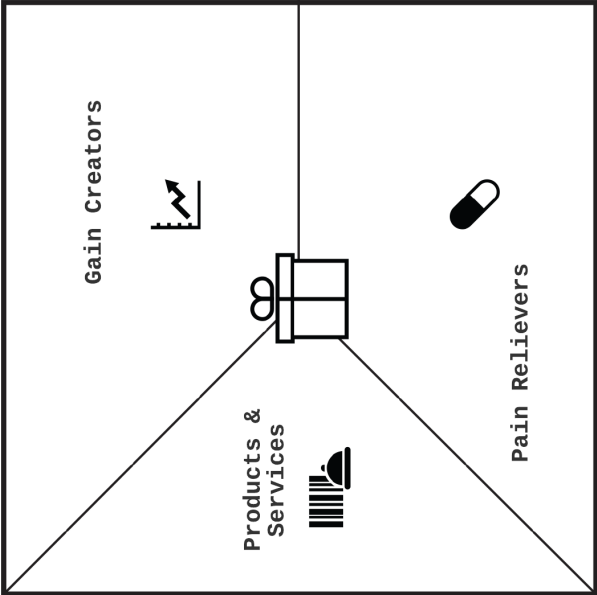
What **benefits** does the customer get from the product?

What are the **additional benefits** of my product/service to the customer?

How does my product/service **align** with customer jobs?



What **actions** does the customer take to address these pains?



What are the **pains/difficulties** faced by customers?

How does my product **relieve** customer pains?