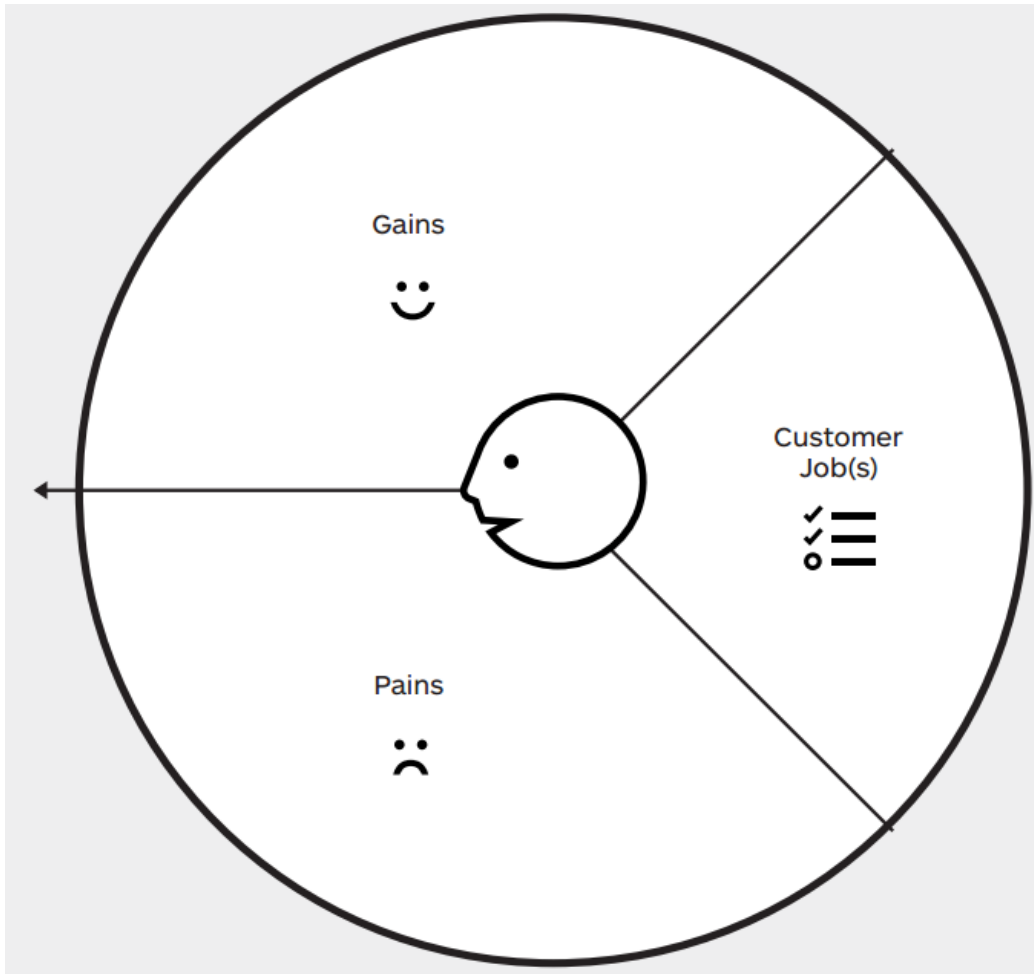# Customer Profile - Step 1 (one for each customer segment)

Review the answers to question below, place most important answers on diagram in order of importance.

Customer Jobs

What are customers trying to get done at work and in their lives in their own words?

- **Functional Jobs** - complete a task, solve a problem, write a report.
- **Social Jobs** - When your customers want to look good or gain power or status.
- **Personal/emotional Jobs** - When your customers seek a specific emotional state, such as feeling good and secure.
- **Supporting Jobs** - Buyer of Value, Co-creator of Value, Transferrer of Value.

Customer Job Questions

What is the one thing that your customer couldn't live without accomplishing?
What are the stepping stones that could help your customer achieve this key job?
What does your customer need to accomplish that involves interaction with others?
What functional problems are your customers trying to solve?
Are there problems that you think customers have that they may not even be aware of?
What jobs, if completed, would give the user a sense of self-satisfaction?
Track your customer's interaction with a product or service throughout its lifespan. What supporting jobs surface throughout this life cycle?
Does the user switch roles throughout this process?

Customer Pains

What are bad outcomes, risks and obstacles related to customer jobs?
- Functional - solution does not work or has negative side effects.
- Social - I look bad doing this.
- Emotional - I feel bad every time I do this.
- Ancillary - It's annoying to do this. Boring. Ugly.

Customer Pain Questions

How do your customer define too costly?
Takes a lot of time, costs too much money, or requires substantial effort?
What are their frustrations, annoyances, or things that give them a headache?
Which features are they missing?
Are there performance issues that annoy them or malfunctions they cite?
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?
Are they afraid of a loss of face, power, trust, or status?
What risks do your customers fear? Are they afraid of financial, social, or technical risks, or are they asking themselves what could go wrong?
What are their big issues, concerns, and worries?
What common mistakes do your customers make?
Are they using a solution the wrong way?
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?

Customer Gains

What are the concrete outcomes and benefits they are seeking?
Required Gains - These are gains without which a solution wouldn't work.
Expected Gains - There are relatively basic gains that we expect from a solution, even if it could work without them.
Desired Gains - These are gains that go beyond what we expect from a solution but would love to have if we could.
Unexpected Gains - These are gains that go beyond customer expectations and desire.

Customer Gain Questions

Which savings would make your customers happy? Which savings in terms of time, money, and effort would they value?
What quality levels do they expect, and what would they wish for more or less of?
What would make your customers' jobs or lives easier?
What positive social consequences do your customers desire?
What makes them look good? What increases their power or their status?
What are customers looking for most? Are they searching for good design, guarantees, specific or more features?
What do customers dream about? What do they aspire to achieve, or what would be a big relief to them?
How do your customers measure success and failure? How do they gauge performance or cost?
What would increase your customers' likelihood of adopting a value proposition? Do they desire lower cost, less investment, lower risk, or better quality?

Prepared for you by Matthew Bulat - matthew.bulat@gmail.com - www.linkedin.com/in/matthewbulat

From Value Proposition Design