

Customer's Requirement (Jobs to be Done)

What are all the features that customers want the product to have?

Differentiation

Is there a unique mechanism?

Is there a reason that the customer failed that your product solve?

What does your product do differently/better than the competition?

Requirements Met

Which jobs does your product do?

Product Features

What features does your product have?
Which ones does the customer most value?

Bonuses

Which bonuses can you add to the product to make it a whole product?

Partnerships

Can you strengthen you offer with any partnerships?

Benefits

How does all the features, bonuses and partnerships benefit and/or improve the customers' life?

What does the customer value the most?

Total Value

What is the perceived value the customer get?

Scarcity

What relevant and reasonable scarcity can you add to the offer to push the customer to act now?

Requirements Not Met

Not Met

Which jobs are not performed by your product?

Total Cost

What is the overall cost to the customer?

Price

How much do you expect your customer to pay?

Customer's Risk

Which risks does the customer take on when choosing to purchase your product or service?

Overheads

What additional expenses does the customer have to get all the jobs done?
Switching costs?
Installation costs?
Etc.

Risk Reversal

What can you guarantee results for the customer?

How can you remove risk from the customer?

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Requirements Met

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Total Value

Requirements Not Met

Total Cost

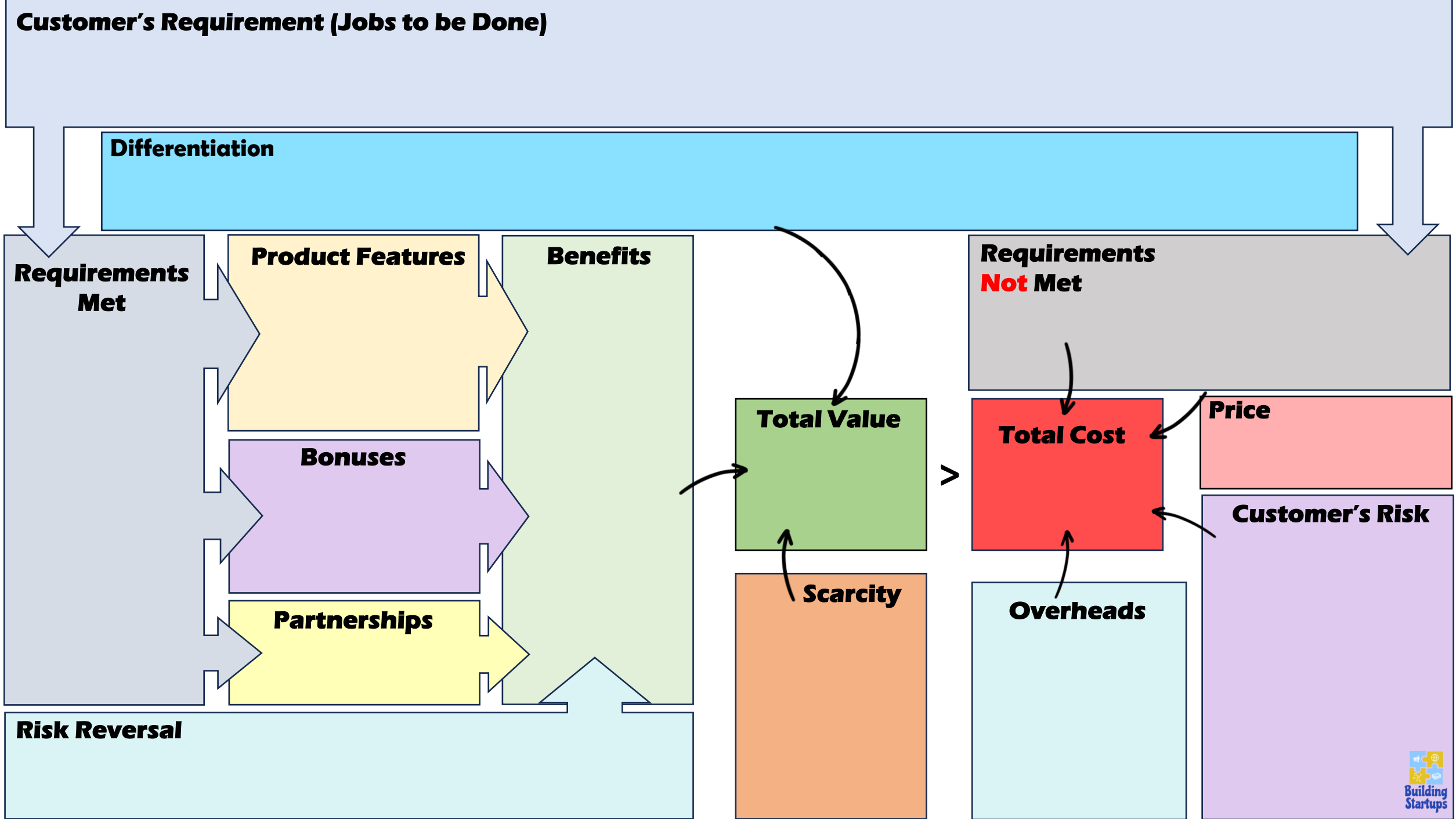
Price

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