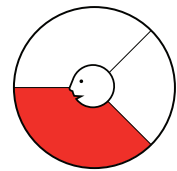


Customer Pains



Trigger Questions

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. Pains also describe risks, that is, potential bad outcomes, related to getting a job done badly or not at all.

Use the following trigger questions to help you think of different potential customer pains:

- 1.** How do your customers define too costly? Takes a lot of time, costs too much money, or requires substantial efforts?
- 2.** What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?
- 3.** How are current value propositions under performing for your customers? Which features are they missing? Are there performance issues that annoy them or malfunctions they cite?
- 4.** 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?
- 5.** What negative social consequences do your customers encounter or fear? Are they afraid of a loss of face, power, trust, or status?
- 6.** What risks do your customers fear? Are they afraid of financial, social, or technical risks, or are they asking themselves what could go wrong?
- 7.** What's keeping your customers awake at night? What are their big issues, concerns, and worries?
- 8.** What common mistakes do your customers make? Are they using a solution the wrong way?
- 9.** 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?