



Customer Segment



JOB-TO-BE-DONE

What is the job the customer wants to get done in their work or life??

SEGMENT NAME:

PAINS

What is annoying or troubling your customer? What is preventing them from getting the job done?

GAINS

What would make your customer happy? What would make their life and the job-to-be-done easier?



Customer Journey



The main area of the slide is a large, empty rectangular box with a thin black border, intended for drawing a customer journey map. On the left side of this box, there are three vertically aligned smiley face icons. The top icon is a happy face with a wide, upward-curving mouth. The middle icon is a neutral face with a straight horizontal line for a mouth. The bottom icon is a sad face with a downward-curving mouth. These icons likely represent different stages or levels of customer satisfaction throughout their journey.