(1) CUSTOMER **PROBLEMS**

* What makes customers feel frustrated and annoyed?
* What requires too much time, efforts, or nerves?
* What costs too much? And how much is too much?
* What risks do customers fear most?
* What are they afraid to lose or not to achieve?
* What keep customers awake at night?
* What’s lacking in current value propositions on the market? What features and benefits are missing?
* What common mistakes do customers make?
* What are barriers that might keep customers from adopting a new value proposition? Are there any investments of money, time, and effort needed?

(2) CUSTOMER **JOBS**

* What do customers have to do to every day in a job or at home in the context of my product or service?
* What do customers dream about? What do they have to accomplish to achieve their main goal?
* What do customers have to do for other people or together with them? What’s so important about that?
* Which tasks and activities are unpleasant for the customer?
* What would customer like to avoid doing?
* How do customers want to feel? What tasks do they have to do for that?
* How would it be possible to make use of current products easier or more pleasant?

(3) CUSTOMER **GAINS**

* What do customers dream about? What they desire most, even if it seems not realistic at the moment?
* Which savings (money, time, efforts) would make customer most happy?
* What quality do customers want? How should it be modified?
* What would make the customer’s life easier?
* What makes customers look good and feel great?
* What would eliminate customers’ risks and their possible problems in the future?
* How would customer like to feel in a particular situation?
* What would encourage customers to try and adopt this value proposition?