

PAINS & GAINS



Walk a Mile in Your Customers Shoes 😊

Thinking & Feeling

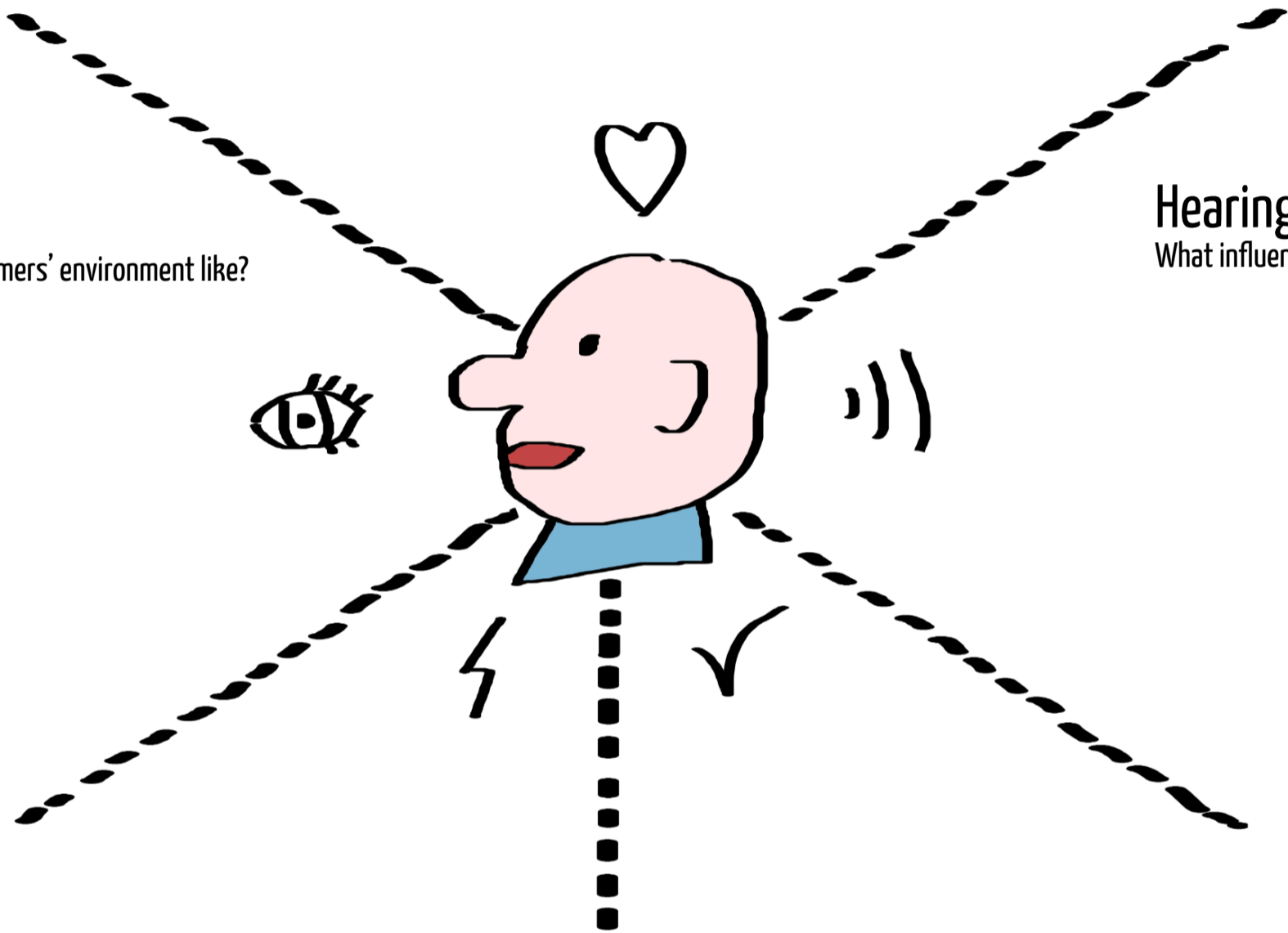
What is important to the customers?
What are their hopes, dreams, and fears?

Seeing

What is the customers' environment like?

Hearing

What influences customers?



Pains

What challenges do the customers have?



Gains

What do the customers hope to achieve?

