

PAINS / GAINS / JOBS

Pains

What are the (functionnal or emotionnal) pains that the user faces? What is considered as an obstacle for him/her?

Gains

What are the satisfaction points for the user? What are the positive points that he/she is looking for in his/her experience or that comes to him/her in his/her journey?



Jobs

What are the tasks that the user has to do? What are his/her motivation and objectives? What are the conditions of success?