

EXERCISE – NEEDS & GOALS

Try to translate behaviour, pains and gains into underlying needs & goals: “I need ...”, “I want ...” by asking “why?” – What is it customers are trying to achieve? What are their desired outcomes? A problem always is a hint to a need. Needs are always written in a positive language.



SENSE MAKING

Pains



Needs

I need...

Gains



I want...

Behaviour



Discussion

How do customers solve their needs today? What is the true competition? Are there any signals that people want to switch?