

Pains: anything that annoys your customers before, during, and after trying to get a job done or prevents them of getting a job done.

- Undesired outcomes, problems and characteristics.
- Obstacles. Prevent customers from even getting started with a job or slows them.
- Risks (undesired potential outcomes).

Gains: outcomes and benefits your customer wants. Gains include functional utility, social gains, positive emotions, and cost savings.

- Required gains. Without which a solution wouldn't work.
- Expected gains. Basic gains that we expect from a solution (even if it could work without them).
- Desired gains. Go beyond of what we expect from a solution but would love to have if we could.
- Unexpected gains. Go beyond customers' expectations and desires. They would not come up with them.

