

Identify jobs people are hiring.

The forces matrix helps you understand when the user start buying a product or service, their decisions and experiences.

User Context. When a user started buying [product/service].	
<p>Push of Situation. What was it about the situation that pushed them to look for a new solution? Struggle</p>	<p>Pull of Situation. What was it about the new solution that pulled them to try it? How life is better.</p>
<p>Habits holding them back. What habits were holding them back? What was the cost of switching?</p>	<p>Anxieties about solution. What anxieties did they have about the solution that held them back from switching?</p>