

## Customer Segments / Gains

**Customer gains describe the outcomes and benefits your customers require, expect, desire or would be surprised by.**

Gains can come from:

- Functional utility
- Social gains
- Positive emotions
- Cost savings

There are *four different types* of outcomes and benefits for customers:

1. **Required gains** - These are gains without which a solution wouldn't work. For example, the most basic expectation that we have from a smartphone is that we can make a call with it.
2. **Expected gains** - These are relatively basic gains that we expect from a solution, even if it could work without them. For example, since Apple launched the iPhone, we expect phones to be well designed and look good.
3. **Desired gains** - These are gains that go beyond what we expect from a solution, but would love to have if we could. These are usually gains that customers would come up with if you asked them. For example, we desire smartphones to be seamlessly integrated with our other devices.
4. **Unexpected gains** - These are gains that go beyond customer expectations and desires. They wouldn't even come up with them if you asked them. For example, before Apple brought touch screens and the App Store to the mainstream, nobody really expected them to be part of a phone.

### Gain relevance

A customer gain can be more or less relevant to customers, just like pains can feel more or less intense to them.

## **Trigger questions**

The following list of trigger questions can help you think of different potential customer gains:

1. **Happiness** - Which savings would make your customers happy - time, money and effort?
2. **Exceeding expectations** - What outcomes do your customers expect and what would go beyond their expectations? What quality levels do they expect? Could you offer more or less of these?
3. **Delighters** - How do current solutions delight your customers? Which specific features do they enjoy? What level of performance and quality do they expect?
4. **Ease of use** - What would make your customers' jobs or life easier? Could there be a flatter learning curve, more services, or lower costs of ownership?
5. **Positive social impact** - What positive social consequences do your customers desire? What makes them look good, increase their power or their status?
6. **Frequent mentions** - What are customers searching for most - good design, guarantees, specific or more features?
7. **Aspirations** - What do customers dream about? What do they aspire to achieve? What would be a big relief to them?
8. **Measures of success** - How do your customers measure success and failure. How do they measure performance or cost?
9. **Solution adoption** - What would increase your customer's' likelihood of adopting a solution - lower cost, less investments, lower risk, or better quality?

Recommended Exercise - Ask yourself the following Customer Gains Questions to have a better understanding of your customer segment:

What they wanna gain by using your product or service? Saving money, time, effort? What would go beyond their expectations? How delight these customers? Quality, more of something, less of something? What would make your customer's job or life easier? Make a list about their gains from diverse aspects.