

## Customer Segments / Pains

**Customer pains describes anything that annoys your customers before, during, and after getting a job done. Pains can be undesired costs and situations, negative emotions, or risks.**

Pains can be:

- Functional - a solution doesn't work
- Social - I'll look bad doing this
- Emotional - I feel bad every time I do this
- Ancillary - it's annoying to go to the store for this

### Pain intensity

A customer pain can feel intense or light to the customer, similar to how jobs can be crucial or trivial to the customer.

### Trigger Questions

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

1. **Too costly** - What takes your customer a lot of time, costs them too much money, or require substantial efforts?
2. **Bad feelings** - What causes your customer frustrations, annoyances, or gives them headaches?
3. **Solution underperformance** - How are current solutions underperforming for your customer? Which features are missing, are there performance issues that annoy them, or malfunctions they mention?
4. **Main difficulties** - What are the main difficulties and challenges your customers encounter? Do they understand how things work, do they have difficulties getting certain things done, or do they resist certain jobs for specific reasons?

5. **Negative social consequences** - What negative social impact do your customers encounter or fear - loss of face, power, trust, or status?
6. **Fear of risks** - Which risks do your customers fear - financial, social, or technical risks, or are they asking themselves what could go awfully wrong?
7. **Common mistakes** - What common mistakes do your customers make? Are they using a solution the wrong way?
8. **Adoption barriers** - Which barriers are keeping your customers from adopting a solution? Are there upfront investment costs, a steep learning curve, or are there other reasons for resistance to change?

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

- What kind of problems we could solve? What do your customers find too costly? (time, cost)
- How are current solutions underperforming? Too slow, performance, malfunctioning?
- What are the main difficulties and challenges? How painful is for them in terms of intensity? How our product can solve that? What are their main big issues, concerns and worries?
- What are the barriers to adopt your product? (upfront investment costs, resistance to change, learning curve - long time to learn)