



1

What is your customer's revised objective?

FEATURES

2

How do we help our customer:



search



learn



explore



evaluate

BENEFITS

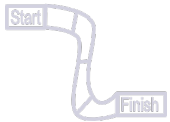
4

How will our features help our customer achieve their objective?

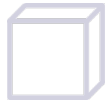


3

What does our Value Proposition look like?



service



hardware



software

Make a sketch here:

5

How does our offer help create:

JOY | HAPPINESS | PEACE



How does our offer help alleviate:

FEAR | ANGER | SADNESS

