



# TOOLKIT CREATION

## VALUE PROPOSITION

### Services

What are the services you can offer your user so they can get their job done?



### Gain Creators

What can you offer your user to help them achieve their gains?



### Pain Relievers

How can you help your user to relieve their pains? What problems can you eradicate?



Persona name:

.....



### Gains

What would make your user happy? What would make their life and job-to-be-done easier?



### Job-to-be-done

What is the job the user wants to get done in their work or life?



### Pains

What is annoying or troubling your user? What is preventing them from getting the job done?