

Workshop 1: "Get Better Problems"

What do I want to get out of The Pick?

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What does good look like for my business?

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What does 'success' mean to me?

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What guidelines does the group agree on for working together?

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Advice from the other side of the journey

"As long as you keep the goal in mind and focus on what it is you want and what it is you want to build, then step by step you'll get there."

"Your job is to build something people want and then get lots of them to use it. In parallel you need to find a way to fund operations, either through revenue, debt, or equity. In order to do that you need to know your customers and industry very well and you may need to get to know investors too."

What is my customer's problem? (Write your customer-focused problem statement)

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What is my solution?

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Who is going to pay money for that?

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Name



"A quotation that captures the essence of this person's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City
Character: Type

Trait
Trait
Trait
Trait
Trait

Goals

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Motivations

Incentive

Fear


Achievement

Growth

Power

Social

Brands



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Who is my ideal customer? (demographic qualities: age, gender, city or country? Conventional or quirky? Etc...)

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Where are they stuck? (their problems)

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How do those problems look and feel? (in their everyday lives)

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What do they want? (desires and goals)

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Why do they want what they want?

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Why might they decide not to buy from me?

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What is my customer avatar's name?



Complete this table to help you understand your Unique Value Proposition (UVP)

The Problem (What's the pain my customer feels?)	
The Alternatives (How is my customer able to solve the problem at the moment?)	
The Solution (What am I offering my customer?)	
The Benefit (What value do customers get from my solution?)	
The Advantage (What gives me the edge?)	