

Observe, imagine and know your client from all points of view. Become your customer and detect those business opportunities.

<div><div>1</div><div>Customer</div></div> <div>What kind of customer do we want to know?</div>	<div><div>2</div><div>Tasks</div></div> <div>What has to be done differently? Which tasks do you want or need to do?</div>	<div><div>3</div><div>What do you see?</div></div> <div>What do you find in the market? What do you see in your closest environment?</div>	<div><div>7</div><div>What do you think and feel?</div></div> <div>Write your Pain Points: What are your fears, frustrations and anxieties?</div> <div>Write the Benefits they expect from your product or service. What are their expectations, needs, hopes and dreams?</div>
<div><div>4</div><div>What do you say?</div></div> <div>What have we heard that they say? What could we imagine what the customer says?</div>	<div><div>5</div><div>What do you do?</div></div> <div>What they do currently? What behavior have I observed? What can I imagine to do about it?</div>	<div><div>6</div><div>What do you listen to?</div></div> <div>What are your friends and family saying?</div>	