

1. Who is it aimed at?

Who is buying it?
What's the problem they have?

2. What do they get?

What's the outcome they get?
What materials do they receive?

3. How much is it?

What price is it being sold at?
What buying options do they have? (e. Instalments)

4. What do they have to do?

What actions do they have to take in order to buy?
What actions do they have to take in order to get the outcome?

5. How is the result delivered?

What is used to get the buyer the outcome?
How is the outcome provided by that mechanism?

6. What do they need?

What do does the buyer have to have in order to get the promised outcome?

7. How quickly is the result provided?

How long does the buyer have to wait in order to get the outcome?

8. Is it generalist or specialist?

Is the outcome a general outcome or a specific one?

9. Where is it being sold?

Where is it being marketed and sold?
What else is offered at the point of transaction and on the back end?

1. Who is it aimed at?

What other problems does this solve?
Who else, specifically, could benefit from the outcomes this provides?

2. What do they get?

What outcomes do they get that aren't marketed?
What materials could be added in to make the buying experience better?

3. How much is it?

How could we create a cheaper version?
How could we create a luxury version?
How could we change payment options?

4. What do they have to do?

How could we do actions for them?
How could we use technology to automate actions?

5. How is the result delivered?

Where else could this mechanism be applied?
What could we add in to improve the mechanism?

6. What do they need?

How can we remove what the buyer needs in order to get the outcome?

7. How quickly is the result provided?

Could we charge more for a quicker outcome?
Could we charge less for a slower outcome?

8. Is it generalist or specialist?

Could we specialise in offering a specific part of the outcome vs the entire outcome?

9. Where is it being sold?

Where else could it be marketed and sold?
What else could we offer at the point of transaction and on the back end?