

### 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?