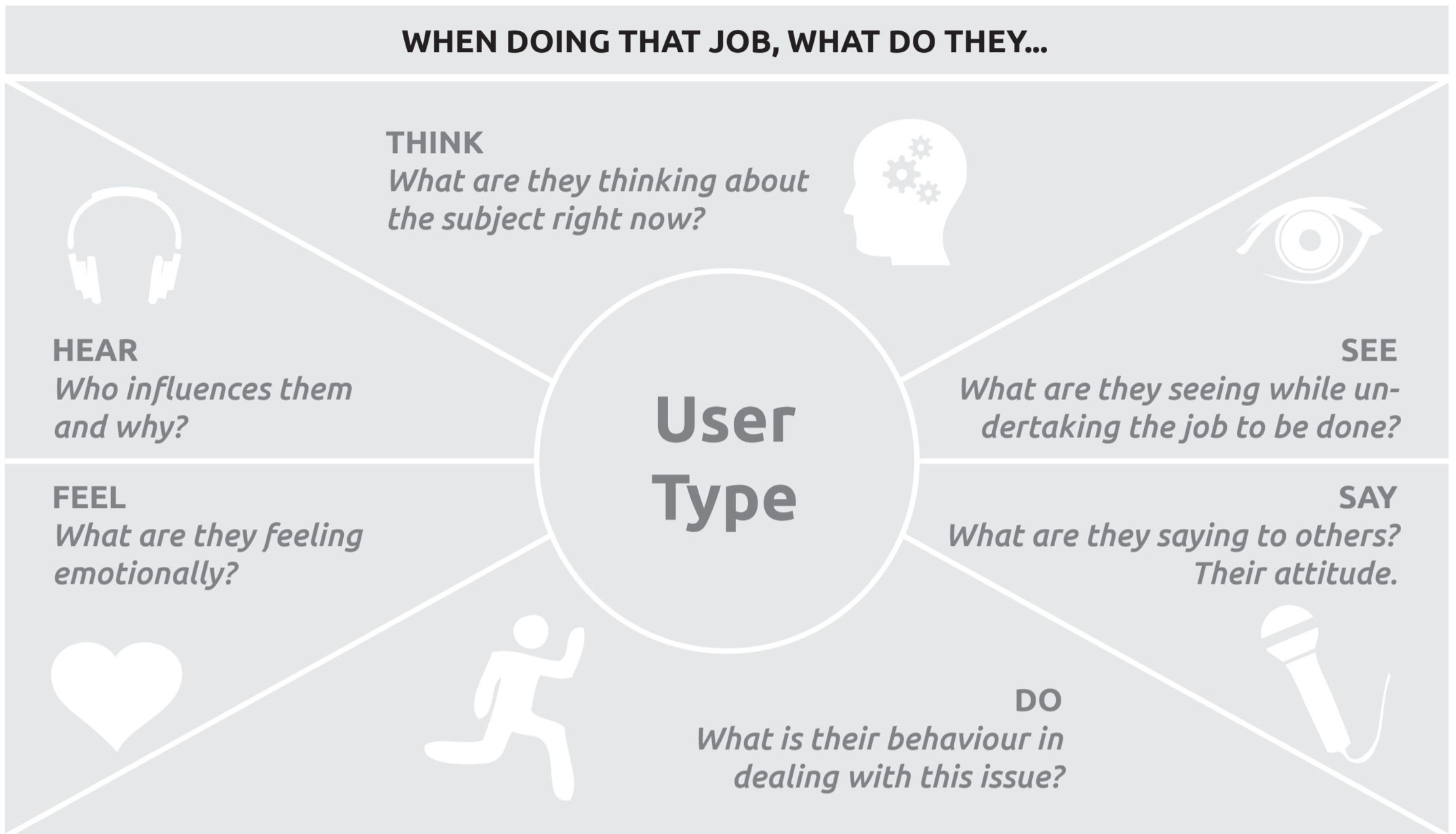


What is the job they have to do? _____

WHEN DOING THAT JOB, WHAT DO THEY...



PAIN POINTS	OUTCOMES

Q. What are the current pain points they experience?

Q. What would be a great outcome for them?

Q. What are the consequences caused by these?

Q. How might they measure a great outcome?