

**Your Value Proposition:**

Describe the benefits your user(s) can expect from your project idea

**Your User(s) Segment:**

Describe the set of user(s) characteristics that you assume, observe and verify

**6. Gain Creators:** 

How does your project idea produce outcomes and benefits that your user(s) want?



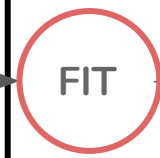
**4. Your Project Idea:**

List what your idea entails: consider physical, intangible, digital aspects



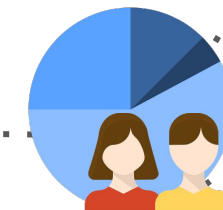
**5. Pain Relievers:** 

How does your project idea eliminate or reduce your user(s)' pains?



**3. Gains:** 

What are the desired outcomes, benefits, utility that your user(s) want?



**1. User Jobs:** 

What are the jobs / tasks that your user(s) are trying to get done in their environment / community?



**2. Pains:**

What are the undesired outcomes, problems, obstacles, risks that your user(s) face?



7. Have you **achieved FIT** between your **value map** and your **user(s) profile**?  
Does your **project idea** produce **pain relievers** and **gain creators** that match the **most important jobs, pain and gains** for your users?