

Jobs Importance

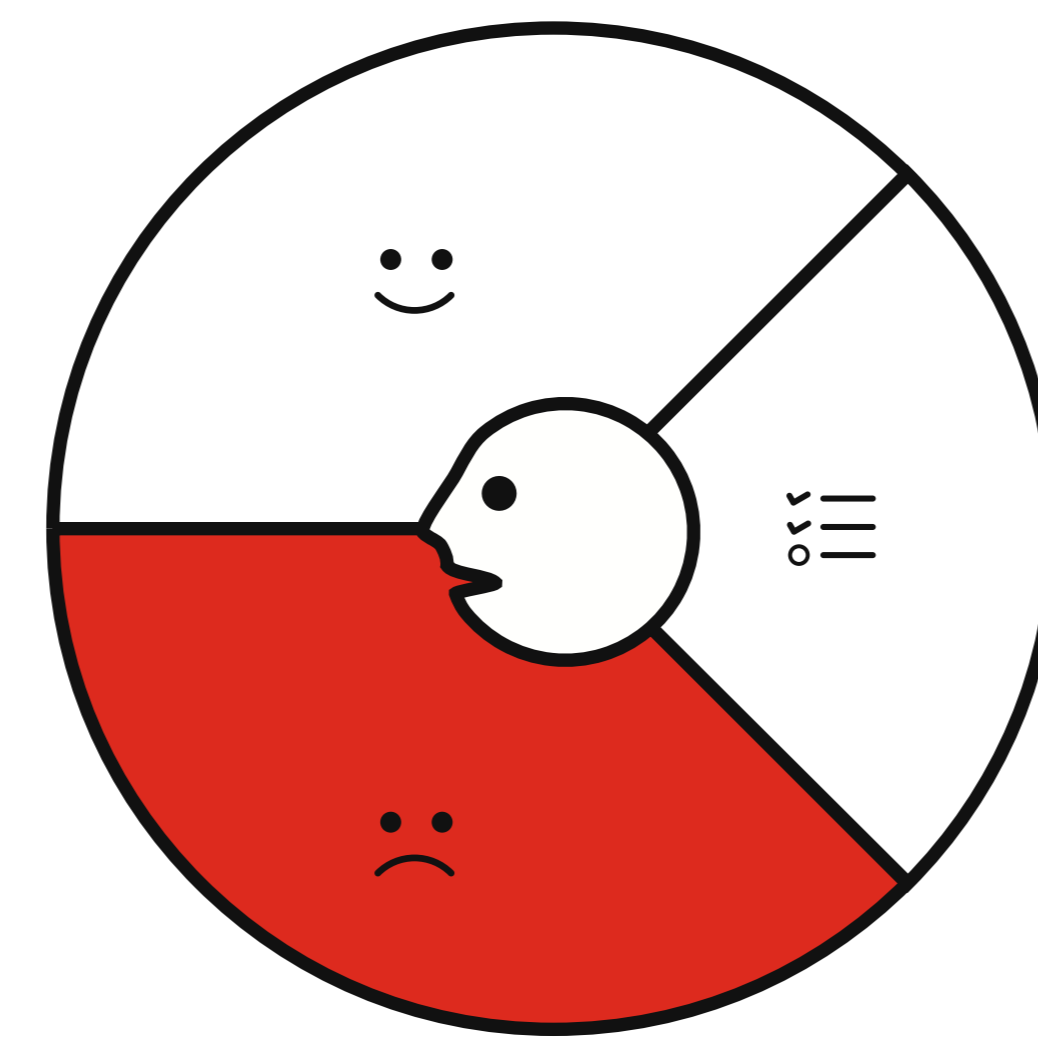
Rank jobs according to their importance to customers.



Important



Insignificant



Pain Severity

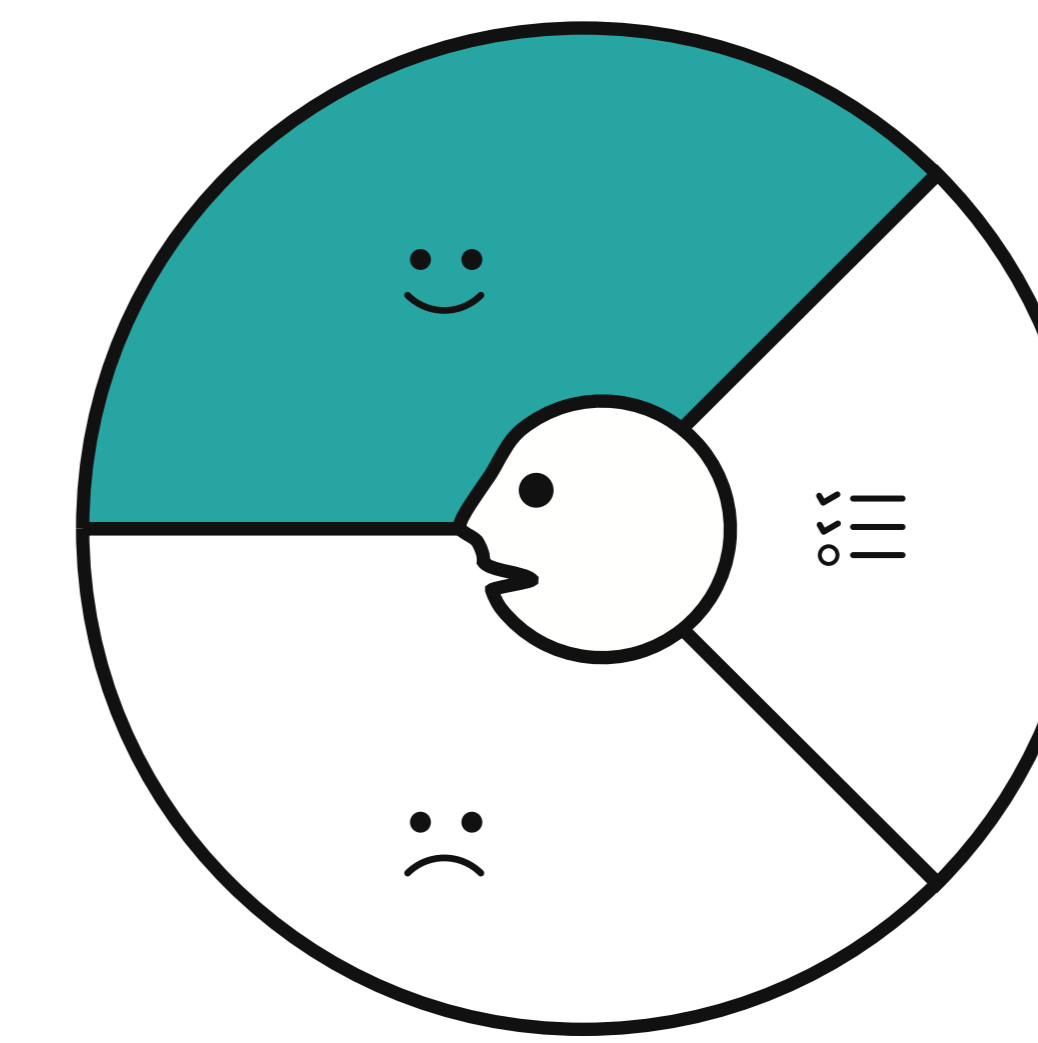
Rank pains according to how extreme they are in the customers eyes.



Extreme

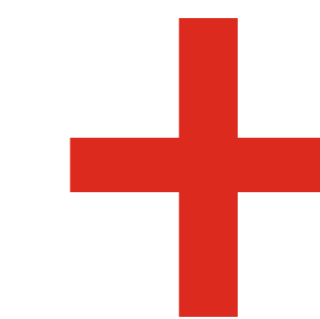


Moderate



Gain Relevance

Rank gains according to how essential they are in the customers' eyes.



Essential



Nice To Have

