

### Jobs Importance

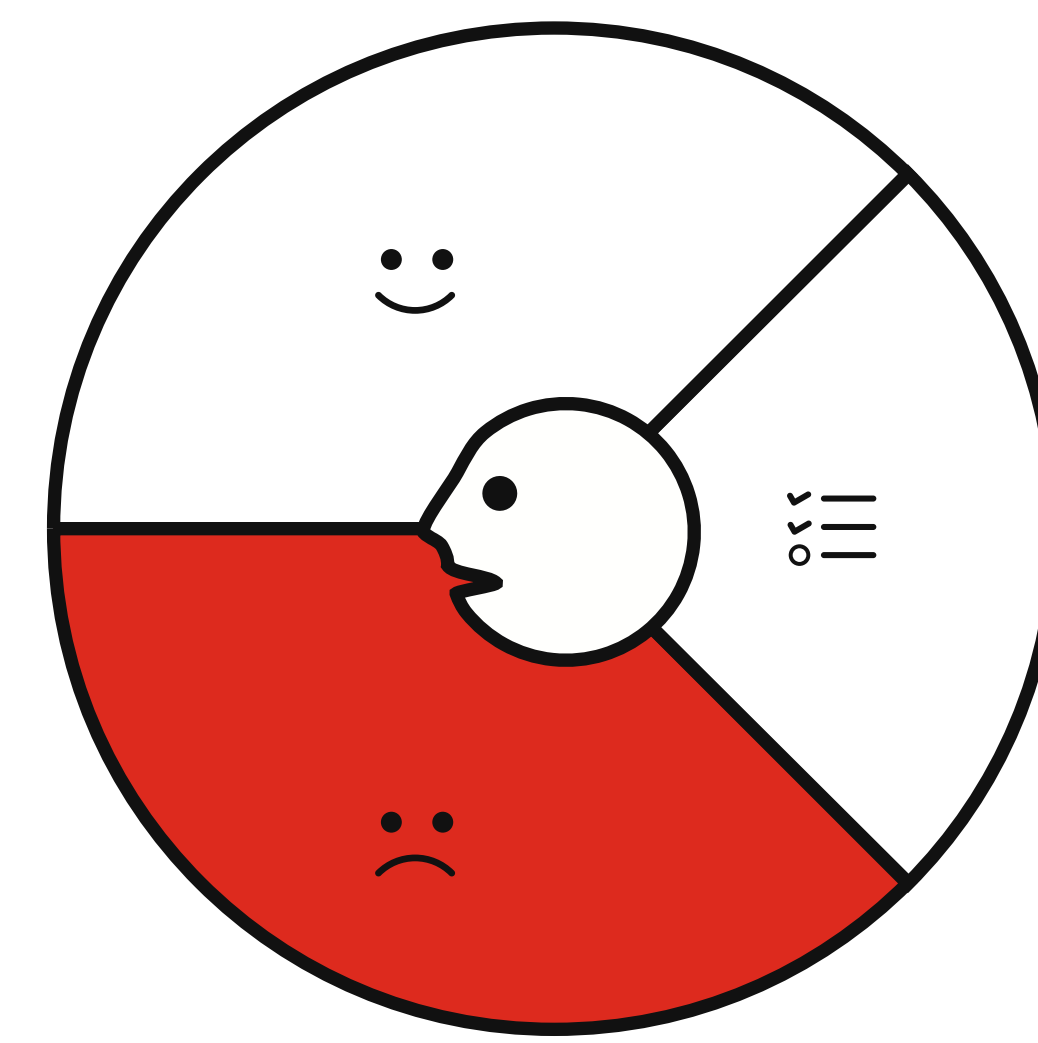
Rank jobs according to their importance to customers.



Important



Insignificant



### Pain Severity

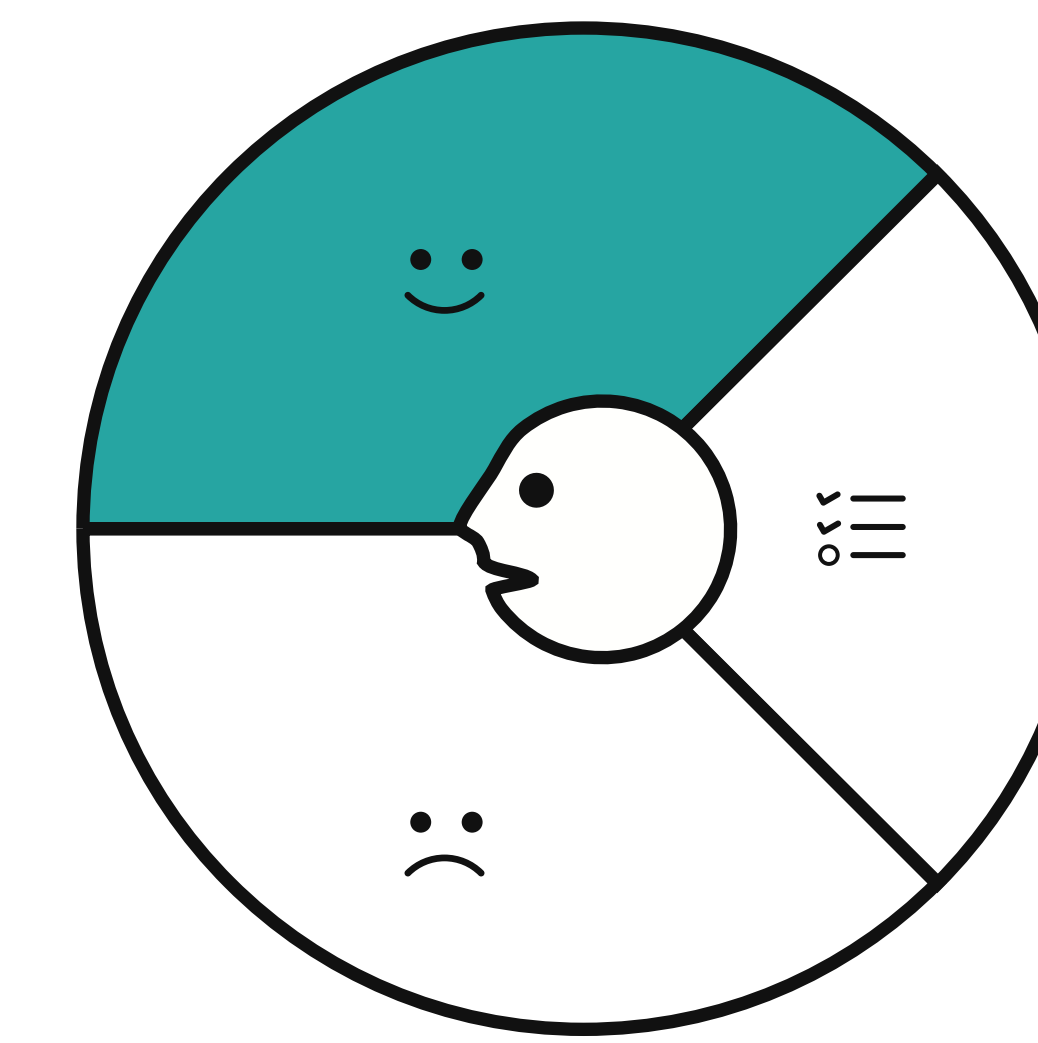
Rank pains according to how extreme they are in the customers eyes.



Extreme

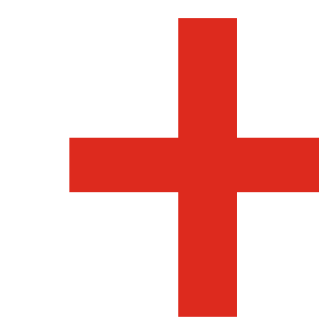


Moderate



### Gain Relevance

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



Essential



Nice To Have

