

# IACT VALUE PROPOSITION TOOLKIT 04 DESIGN

1 Choose a persona from Toolkit 02. Add in the Jobs, Pains and Gains you came up with when completing the previous exercise.

2 Write down a description of your solution. What will you do for this persona to solve a problem and create value? What mechanics does your solution employ?

3 List some ways this solution will relieve a pain for you customer. Then list some ways you might be able to create gains, including any unexpected gains

