

# Project Idea Mad Lib

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Customer Segment: Your End Users

need a way to

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Things they need to do / Jobs to be done

in a way that

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Verb (reduces, avoids, etc)

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a Customer Pain

and

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Verb (increases, enables, etc)

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a Customer Gain

(unlike how \_\_\_\_\_ & \_\_\_\_\_ do things)

Competitors / Others in the ecosystem