

**ROCK  
BOOST**

## **Customer Desire Map**

**RockBoost**

*#boost your growth*

# 1. The [NAME OF YOUR COMPANY] Customer

This document contains the Customer Desire Map for [NAME OF THE COMPANY]. The information outlined in this document was compiled using various different techniques such as:

- Feedback from our clients
- Interviews with sales and support teams
- Online forum mining: Reddit, Quora, specific blogs, reviews on growth hacking agencies' websites, growth hacking books reviews

The goal is to understand the process our customers go through when deciding whether or not to use our products/ services.

The comments show the literal words of our customers that determine how they experience our products/ services. This type of data is extremely valuable as using it can tap into the underlying emotion that your customers feel towards our brand as well as to further map and optimize product/market fit.

The Customer Desire Map consists of three distinct categories:

## 1. Hopes & Dreams

- What do our customers want to achieve or attain above all else?
- What are their deep needs and desires that need to be met?
- How does having our products/ services improve their company?

## 2. Pains & Fears

- What kind of fears do our customers experience during the decision process?
- What kind of pains do our customers experience in relation to choosing products/ services similar to ours?

## 3. Barriers & Uncertainties

- What are the possible obstacles or hesitations that would prevent potential customers

from becoming a client?

- What are the possible obstacles or hesitations that would prevent existing customers from repurchasing?

## 2. Customer Desire Map

Here fill in all the data you find:

- The actual conversations with Clients (from support and sales teams)
- online forum mining:(e.g. Reddit, Quora)
- Specific blog posts and comments under them
- Reviews on similar products/ services
- Book reviews in your niche
- Customer surveys

Customer Desire Map - Customers' Quotes	
Hopes & Dreams	
Pains & Fears	
Barriers & Uncertainties	

The quotes presented above are the customer's literal terms. This can be translated into Hopes & Dreams, Pains & Fears and Barriers & Uncertainties. The following folder shows the conclusions /

translations of these quotes and shows how these customer feelings can be used to involve the customer closer to the product and increase the Product / Market fit.

<b>Customer Desire Map - RockBoost - Conclusions</b>	
<b>Hopes &amp; Dreams</b>	
<b>Pains &amp; Fears</b>	
<b>Barriers &amp; Uncertainties</b>	