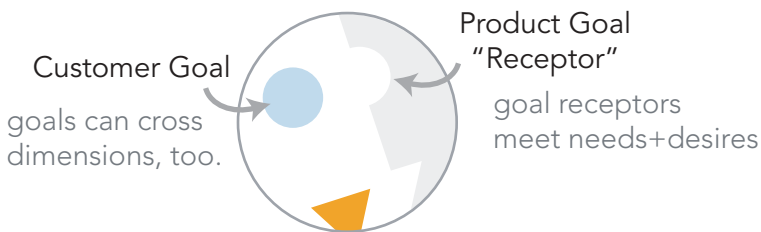


5 Five Dimensions of Customer Needs+Desires

What's the fit between product and customers?



a note on the pieces



Whether people want or need things your product offers, those needs and desires fulfill hopes, dreams, and expectations in five different dimensions of a customer's life.

How can you address each dimension, and which dimensions produce the most shared value for you and your customers?

Does your product have the right receptors to be responsive to customer needs and desires in those dimensions?