

P07 · 01 · Customer Job & Purchase Logic Map

PUBLIC · ILLUSTRATIVE ARTIFACT

Map the customer jobs underlying the product and establish why customers pay, where the product sits in the workflow, and what evidence supports the purchase logic.

CUSTOMER JOB MAP

Segment	Customer Job	Buyer / User	Accepted Outcome	Workflow Frequency	Purchase Logic	Product Role	Revenue / Renewal Relevance	Workflow Ownership	Principal Alternatives

EVIDENCE

Customer Job	Usage Evidence	Renewal / Expansion Evidence	Interview Evidence	Counterevidence	Evidence State	Implication

OPERATING PRINCIPLE

Defensibility begins with the customer job and purchase logic, not the visible feature.

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Published by Sentient Review

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