

Jobs-to-be-Done · Gains & Pains Matrix

Clarify what users are really trying to accomplish · Prodora Template

List the key jobs users hire your software (or current system) to do. For each job, capture the pains they experience today and the gains they hope for. This becomes the foundation for prioritization and scope.

System / App	Primary Users	Date

Job to be Done (What is the user trying to achieve?)	Current Pains (Obstacles, workarounds, risks)	Desired Gains (Outcomes that would feel like progress)	Priority (H / M / L)

How to use the Priority column

- H (High)** — Critical job that is frequent or high-stakes. Solving the associated pains creates immediate value.
- M (Medium)** — Important but not daily or blocking. Good candidate for later phases.
- L (Low)** — Nice-to-have or rare. Keep visible but protect scope.

Insights & Next Steps

After filling the matrix, note patterns: Are many pains caused by the same root issue? Which gains would create the biggest shift in how people work?
