

Template for FvR			MATHS VERSION
Customer mission What is the customer specifically trying to do?		Channel Through what channel?	
Description	Get plenty of detail in here, doing so will help you to better identify the rest of the variables		
Need-state combo to analyse	What combination of need-states do you want to apply to the customer mission? This is critical for weighting in the maths		

F/R Variables				
	Data source	Rate the source	Frequency	First Value
Friction				
eg: paperwork complexity	Internal analysis	Do you trust this source?	How often is this updated?	Using the scales discussed earlier – is this a high friction or low friction area?
Reward				
eg: actual price	Price survey	Highly trusted	Daily	6
	C-Sat survey	Trusted	Monthly	5

(NOTE – Extend out these rows as you require)

FvR – You								
Friction Variable	Value	Weighting	Result		Result	Weighting	Value	Reward Variable
Price expectation	3	200%	6		-1.25	25%	-1	Social responsibility
Friction				v		Reward		
				Index				

FvR – Competitor								
Friction Variable	Value	Weighting	Result		Result	Weighting	Value	Reward Variable
Friction				v		Reward		


Conclusions

Summarise the customer mission and the insight versus competing alternatives. What alarm bells are ringing? Are there opportunities you've seen? Should this insight change your customer messaging?

Actions

What specific actions are you going to explore?

Template for FvR		OPINION VERSION
Customer mission What is the customer specifically trying to do?	Channel Through what channel?	
Description	Get plenty of detail in here, doing so will help you to better identify the rest of the variables	
Need-state combo to analyse	What combination of need-states do you want to apply to the customer mission? This is critical for weighting in the maths	

DO THIS FIRST: List all of the TOUCHPOINTS your customer will encounter before, during and after this transaction		
		
Frictions	Touchpoints	Rewards
List all of the frictions you know are involved in this customer mission		List all of the rewards relating to this customer mission
	Start from the very beginning of the customer journey – this is ALWAYS well before the customer ever gets near you.	
Customers don't know before they talk to us whether we have the solution on hand.	Eg: Product availability	We're trusted for our curation and customers do tell us that we always have a solution.

Rank the five most significant frictions	Rank the five most significant rewards
1	1
2	2
3	3
4	4
5	5

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Actions

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