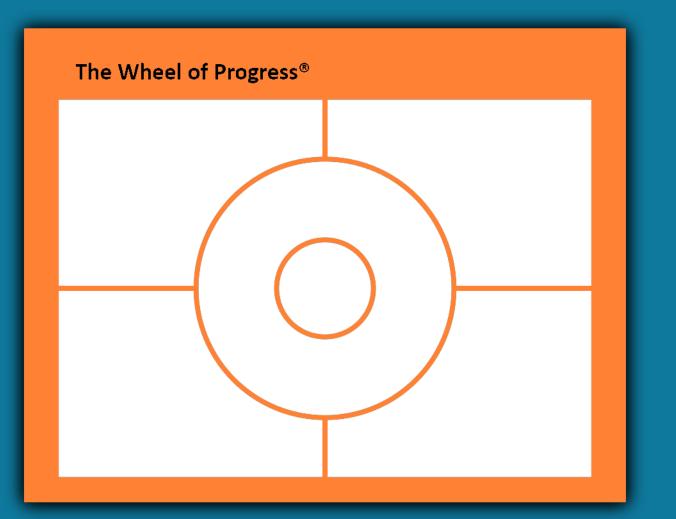
#### The Wheel of Progress® Interview Cards



#### REQUEST MURAL TEMPLATE (wop\_mural@unipro-solutions.com)

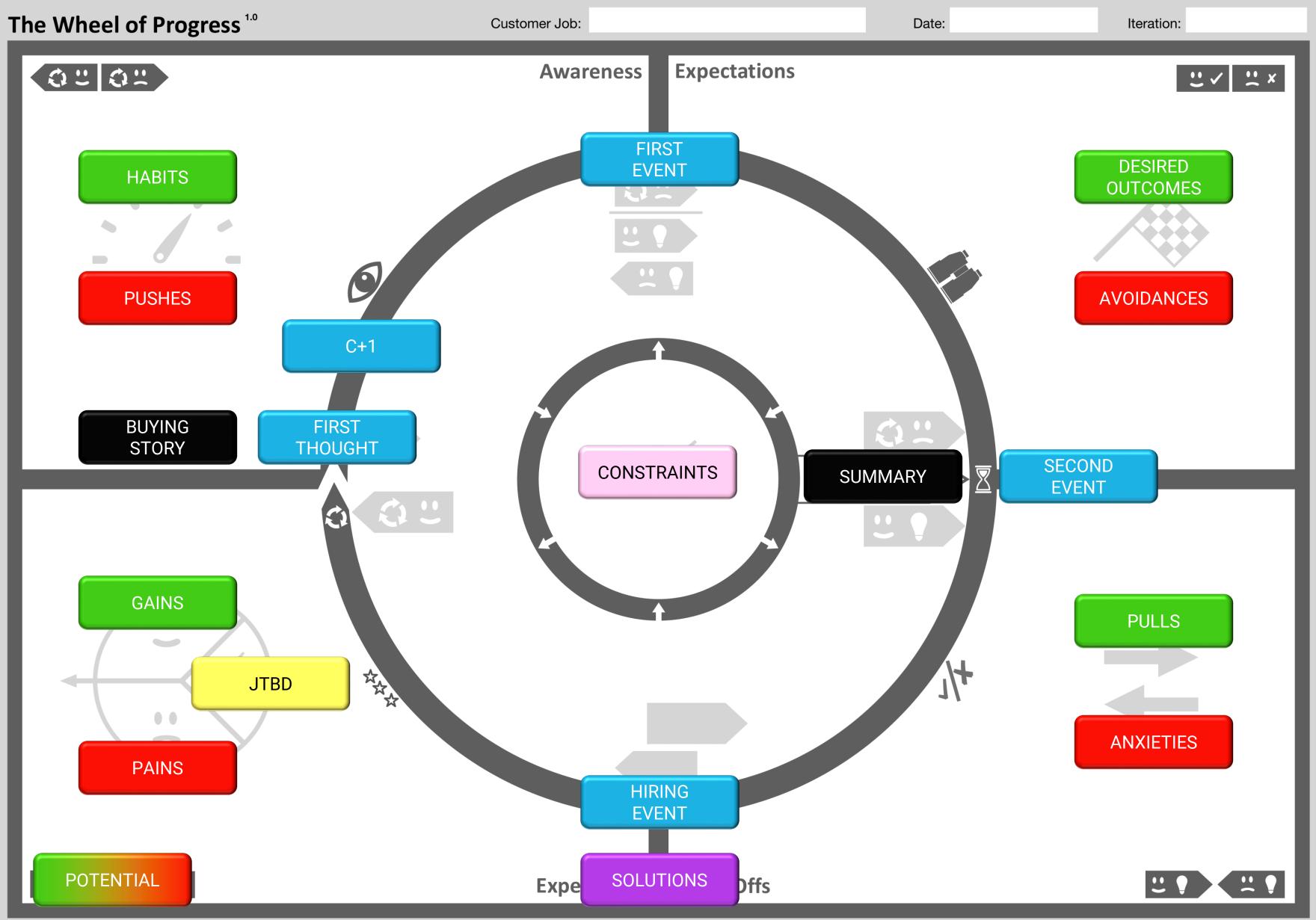
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Version 1.4





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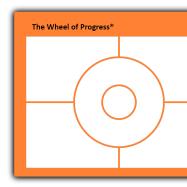


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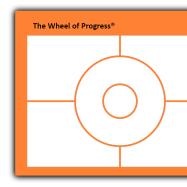
 $\odot$ 

This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit http://creativecommons.org/licenses/by-nc-sa/4.0/ or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA. - The Cycle of Progress and Forces of Progress were inspired by The Timeline and The Forces of Progress model by Chris Spiek und Bob Moesta as documented in Jobs-to-be Done, The Handbook, 2014. The Customer Profile shape and the measurements were inspired by Alexander Osterwalder, Yves Pigneur, Alan Smith, Greg Bernarda, and Patricia Papadakos work, as described in the book Value Proposition Design, 2014. The Desire for Progress statement was inspired by the job story concept by Alan Klement.

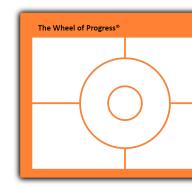
# Tell me the story about buying this product. What, when, how?



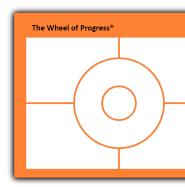
#### What did you want to accomplish?



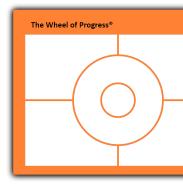
# When did you realize "it can't go on like this" for the first time?



### What does this product enable you to do?



### What did you think & feel after the first use?



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USA: registration no. 6,733,912; Canada: registration no. 1,210,772

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