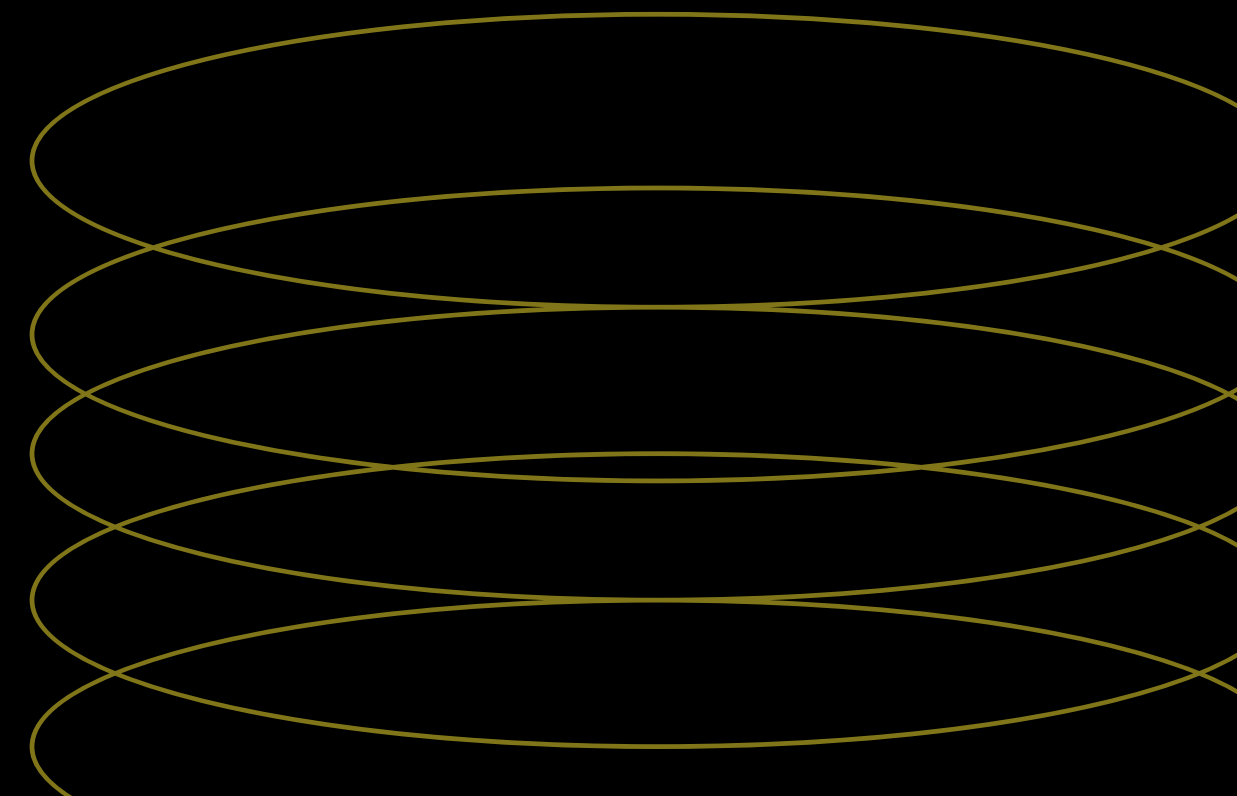


The 4 Quadrant Feature Benefits Template (FDCCB).

*DIY Framework and Examples Included.



QUADRANT 1 FEATURE NAME:
[THE NAME OF THE FEATURE IN
THE PRODUCT]

F

QUADRANT 2 DESCRIPTION:
[BRIEF DESCRIPTION OF THE
FEATURE.]

D

QUADRANT 4 BENEFIT(S):
[CLEARLY ARTICULATE THE
BENEFIT OR VALUE PROPOSITION
OF THIS FEATURE TO THE
CUSTOMER.]

B

**QUADRANT 3 CUSTOMER PAIN
POINT:** [IDENTIFY THE SPECIFIC
PAIN POINT THIS FEATURE
ADDRESSES.]

C

Quadrant 1 FEATURE NAME:
Health Tracking

F

Quadrant 2 Description:
Automatically tracks user's daily steps, calories burned, sleep patterns, and heart rate.

D

Quadrant 4 Benefit(s):
Provides users with real-time insights into their health behaviors, enabling them to make informed decisions to improve their overall wellness.

B

Quadrant 3 Customer Pain Point:
Difficulty in monitoring and managing daily health activities.

C

Quadrant 1 Feature Name:
Health Reminders

F



Quadrant 2 Description:
Sends reminders for medication schedules, doctor's appointments, and wellness check-ins.

D



Quadrant 4 Benefit(s):
Ensures users stay on track with their healthcare routines, promotes adherence to treatment plans, and encourages proactive health management.

B



Quadrant 3 Customer Pain Point:
Forgetfulness or busy schedules leading to missed healthcare appointments or medication doses.

C

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