

FRAMING

PLACE-ONA

USER-VALUE

RANKING

FRAMING

Job to be done

PLACE-ONA

Ears

USER-VALUE

Accessibility

RANKING

High frequency

FRAMING

Physical context

PLACE-ONA

Mouth

USER-VALUE

Convenience

RANKING

Low threshold

FRAMING

Social context

PLACE-ONA

Hands

USER-VALUE

Experience

RANKING

Simple conversation

FRAMING

Activity

PLACE-ONA

Eyes

RANKING

Few variables