Three Body Product

WORK SHEETS

Product name

Version / Date

Notes

Three Body Product

Sheets version 1.0 - Sep 22nd, 2026
Downloaded for free from ThreeBodyProduct.com
Licensed CC BY-NC-SA 4.0. Use, share and adapt freely, credit required, no selling.

How to use these work sheets?

Hello dear makers of better days and lives,

thank you for your interest in our method. You already made the first step towards product that really help someone. So where should you start?

Our short answer is: Go to **https://threebodyproduct.com/method**

Why? We constantly improve the documentation, add new use cases, link to similar approaches and valuable insights. Online means always updated.

No internet? No problem. Let's assume, you have our card deck, as these work sheets are complementary materials to them. Have them? OK.

1. Start with card 1★, read what to do, ask yourself questions from the card and fill it in the 1★ worksheet.
2. Move to 1★★ and read it. If this is something you are familiar with and you feel comfortable, then fill its worksheet. If this is too abstract or difficult for you, then just move to 2★.
3. This means you can fill only the ★ Foundation levels of the cards and already gain huge advantage and understanding.
4. You can later return to the cards that were difficult, study them online and fill them up.
5. Warning! Never skip level inside a step. So if you have 1★ and not 1★★, this means you cannot do 1★★★. Every level is a base for next one.
6. 2nd Warning! Never skip a step. As you see, these work sheets very often cross reference each other. That's right. You need to keep the big picture.

We hope you will have a great time working with Three Body Product, and we wish you all the luck, empathy and success you will need.

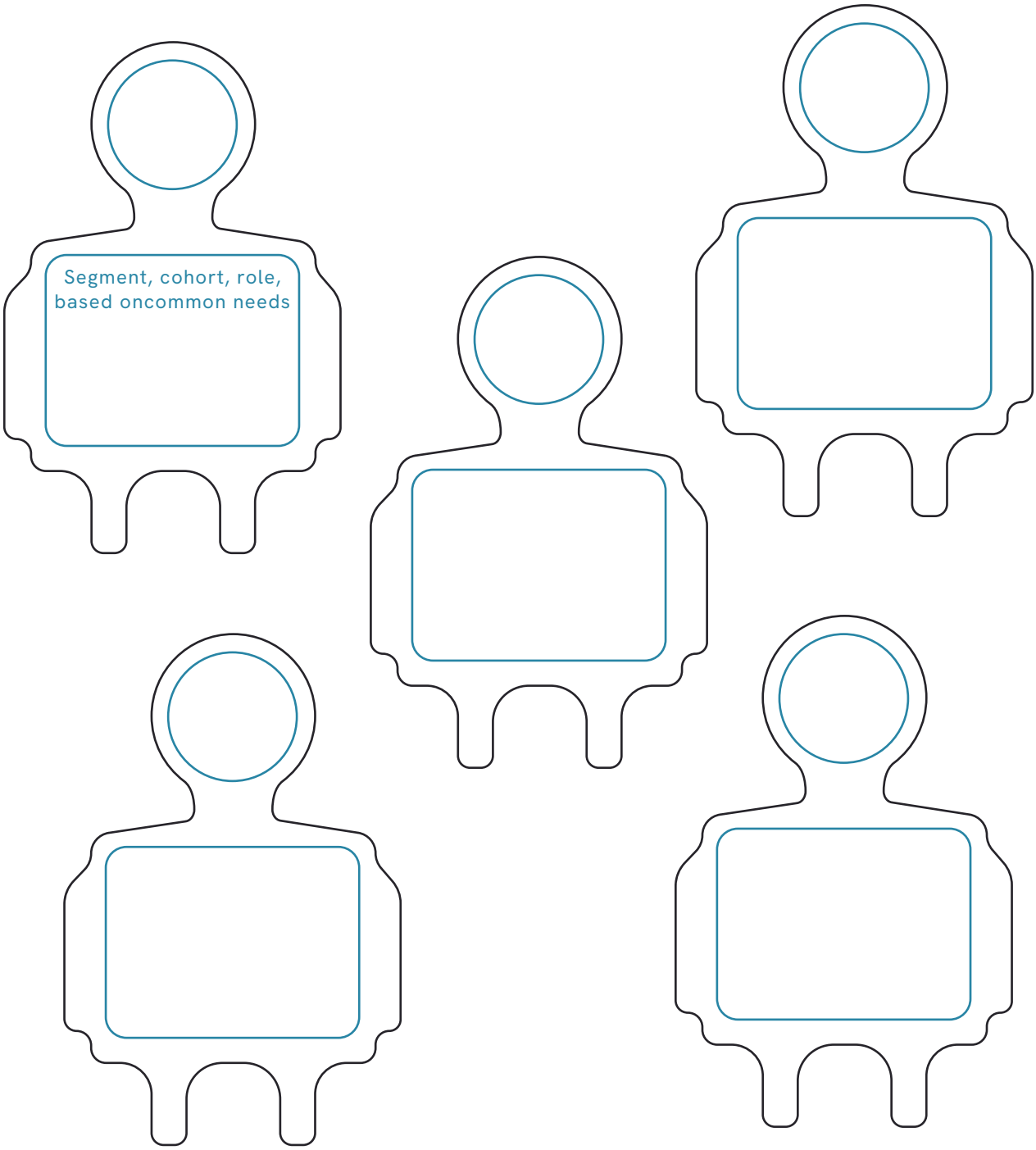
Nick Tomás

Sheets version 1.0 - Sep 22nd, 2026
Downloaded for free from ThreeBodyProduct.com
Licensed CC BY-NC-SA 4.0. Use, share and adapt freely, credit required, no selling.

Product Name: _____

1★ Customer Segment List

List everyone who will come in touch with your future product.
Agree on their importance and number it in the circle.



This is the list of everyone who matters
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

1 Persona of 1 _____

Chose the most important segment from 1 and turn them into a real person.

	Name	Age
	Role	
	Location *or* Organisation	

Goal

Tagline

Notes describing them

Notes about them related to product

This is the shape of the customer
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

Empathy map of _____

Enhance your target persona from with real quotes and observations.

What they *need or want* to do

They think

They see

They hear

They say

They *actually* do

These real world observations allow you to stand in their shoes so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

2★ Needs of 1 _____

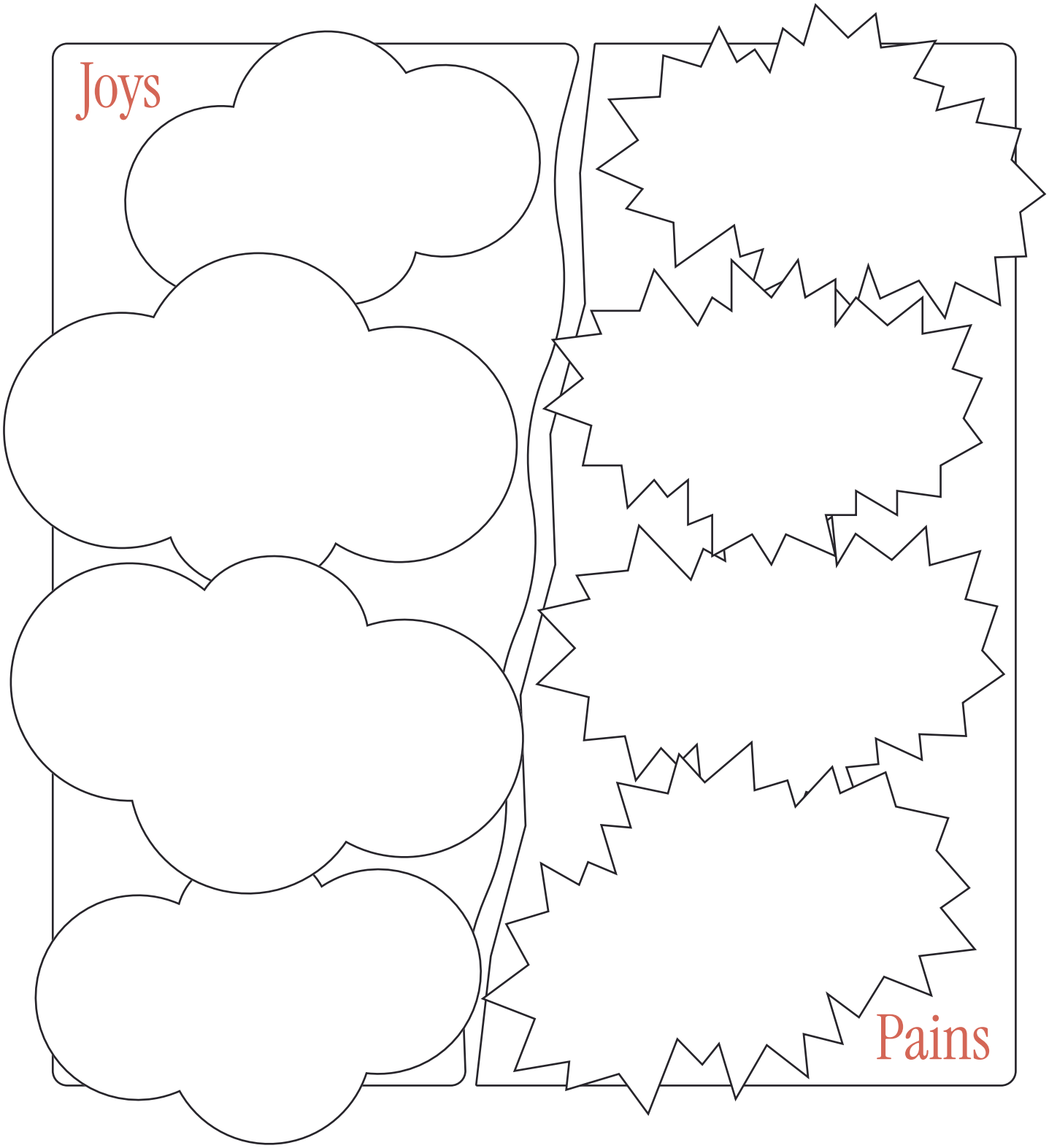
List the outcomes they are aiming for. They need to do *this*, to achieve *that*.
Agree on their importance and number it in the circle.

What matters to them in their own words. Change they are trying to make.

Product Name: _____

2 Pains & Joys of 1 _____

Add to 2 the moments when things feel light or heavy for 1 .



Feel what holds them back and what lifts them up
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

2 Journey of _____

Cut out these cards and fill them by 2 & 2. Add questions/worries and notes.
Then sort them chronologically or group them into before/during/after clouds.

Need/joy/pain of 1	Need/joy/pain of 1	Need/joy/pain of 1
? Questions/worries	? Questions/worries	? Questions/worries
Notes	Notes	Notes
Need/joy/pain of 1	Need/joy/pain of 1	Need/joy/pain of 1
? Questions/worries	? Questions/worries	? Questions/worries
Notes	Notes	Notes

This timeline gives you context in which everything happens
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

3★ Epics of ❶ _____

Copy their 2★/2✱ and answer with Your Solution. It's OK if you don't have any.
Hint: Solution can be a feature, message, ritual, behavior, or tone shift.

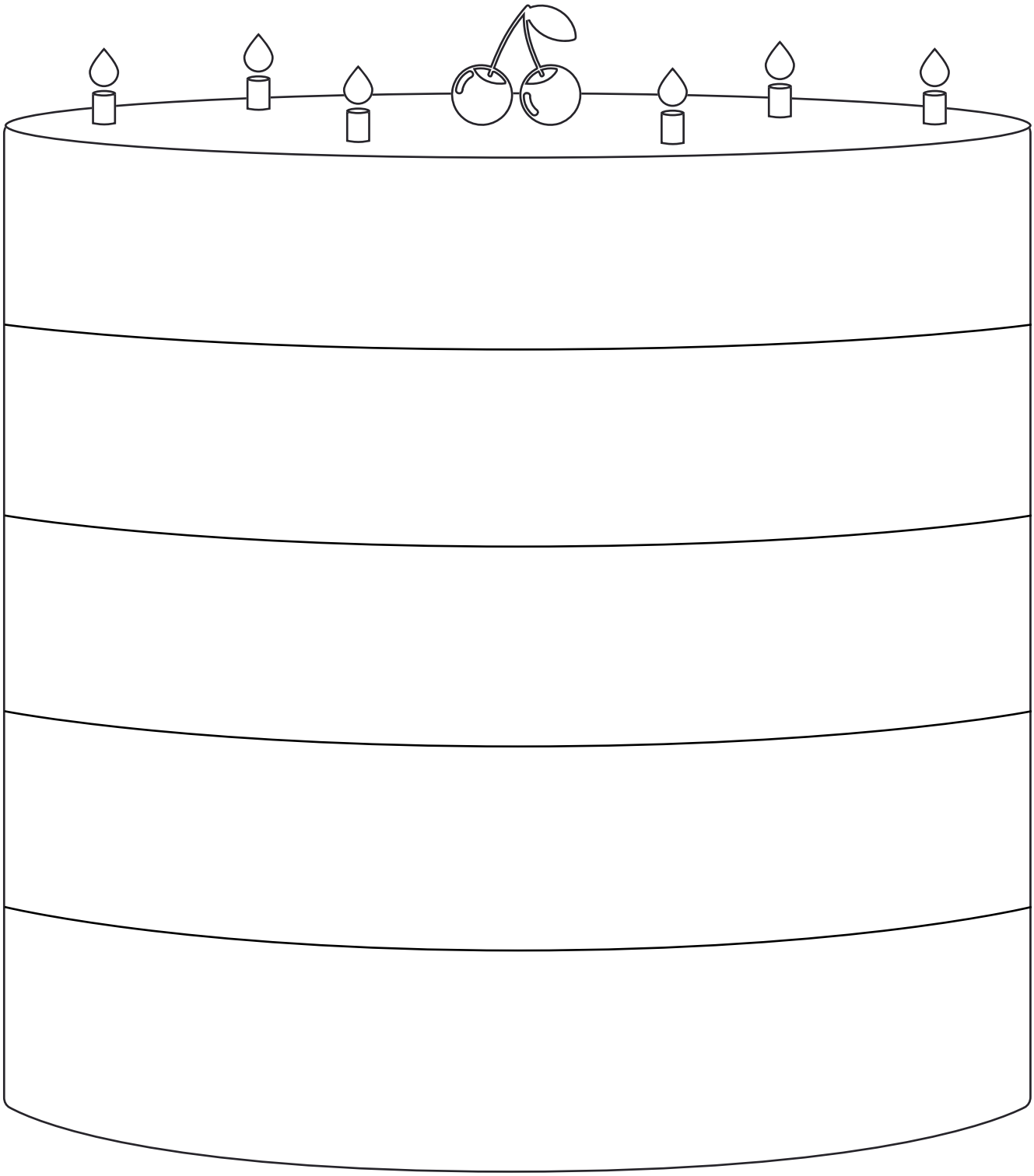
Their 2★/2✱	Your Solution

This list makes your product kind, helpful and empowering
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

3 Delighters for 1 _____

List the moments of joy, tiny sparks and genuine care.
In Three Body Product method this is the most important part of the project.



This list introduces care, humor and beauty to your product
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

3 Impact on Industry _____

Describe the current situation in the industry that needs to change.
Now describe the new standard your product is bringing.

Before

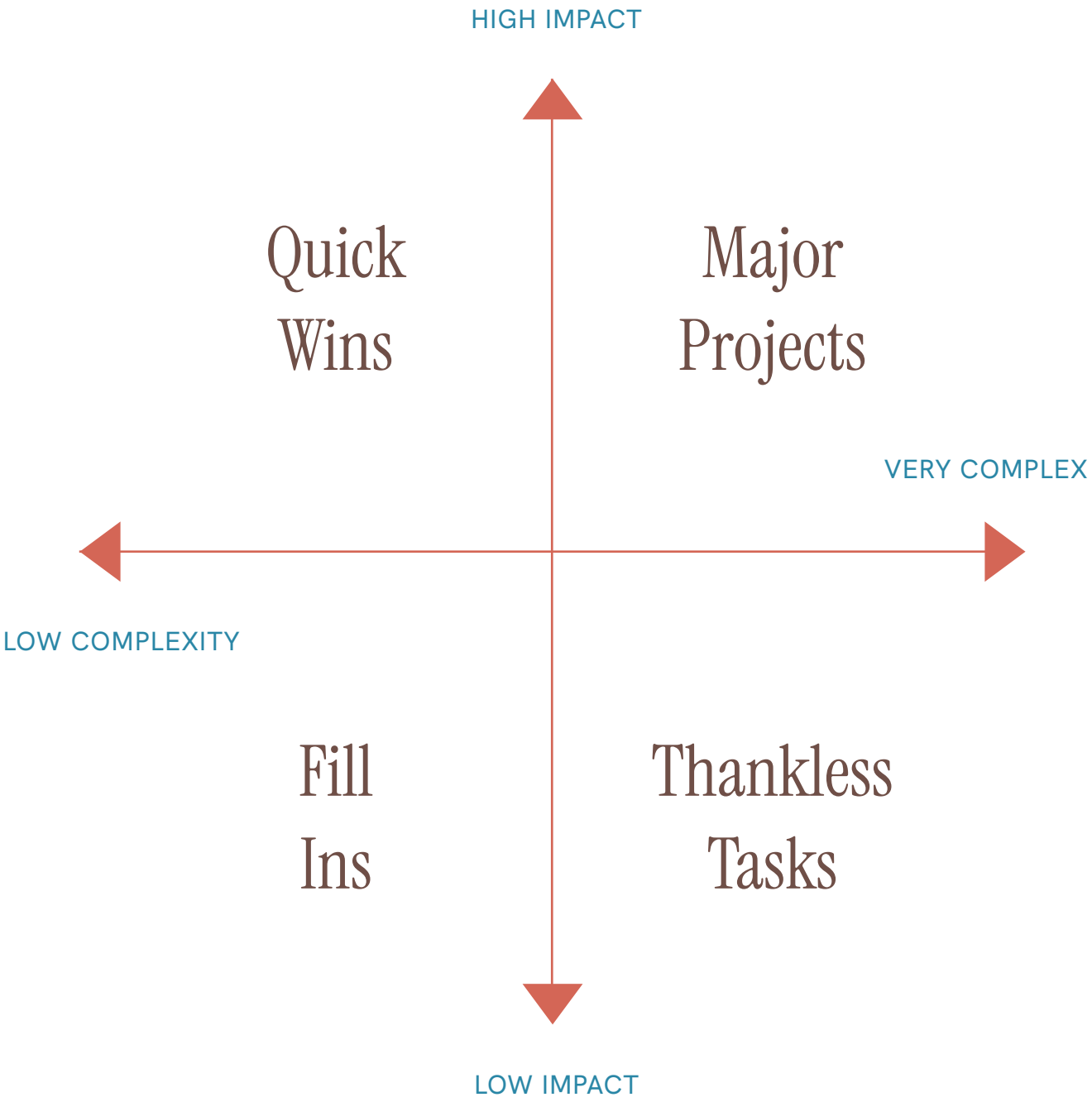
After

This exercise zooms out your perspective
so you can disrupt the old ways with ThreeBodyProduct.com

Product Name: _____

4★ Priority Matrix

Your 3★ + 3★ cards from companion sheet. All Delighters get High Impact.
Start working on Quick Wins so you can ship early and get feedback soon.
Hint: Tape this paper to a big wall and place the cards around it.



This matrix makes you choose the right first step
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

4★ Priority Matrix Cards

Your 3★ + 3★ turned into cards. Label them as N for needs, P for pains, J for joys & D for delighters.

Product Name: _____

4★ Balanced Mix of Cool & Useful

Your 4★ winners. Always include Delighter, the moment of joy.
Sort your Priority Matrix card into columns, or make new ones for this map.

Love Bringer

Result Driver

Trust Builder

This balanced portfolio leads you to product that earns trust & is loved
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

4 Strategic Priorities

Your 4 winners again from 4 portfolios. Reuse and mark your existing or cut out new cards to highlight their special abilities as in these examples.

LESS FRICTION	GROWTH ENABLER
THIS CAN WAIT	GAME CHANGER
REACH AMPLIFIER	CHAIN REACTOR

This completes your perspective of the challenges ahead so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

5★ Scope of Work

Put 4 winning Epics side by side. Place under each deliverable slices that help the Epic. Big enough to show them to 1 and get their opinion.

Deliverable slice:	Deliverable slice:
Deliverable slice:	Deliverable slice:
Deliverable slice:	Deliverable slice:
Deliverable slice:	Deliverable slice:

This T chart nonstop delivers testable packages with clarity
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

5★ Success Metrics

Success is the positive change in the 1 's world you can measure.
Write success card for each 5★ and connect it to it inseparably.

Success is:	Success is:
Success is:	Success is:
Success is:	Success is:
Success is:	Success is:

Success metrics guide your way of delivering value
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

5 Roadmap with Milestones

Name your Milestones as reasons to celebrate Value delivered to 1.
Don't bind them to Epics, use 5 Successes instead. More than one is OK.

Milestone name
Successes 5

Milestone name
Successes 5

Milestone name
Successes 5

Milestone name
Successes 5

Milestone name
Successes 5

Product Name: _____

6★ Workflow tracking

Put your Deliverables from 5★ to *Next* column. Move to *Now* work you can finish in one/two weeks. Always meet afterwards and celebrate move to *Done*.

To Do	Doing	Done

This will give rhythm to your efforts
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

6★ Meetings, Channels and SSOT

Label your cards in 6★ with name initials of people responsible for them.

Team organisation charter

Fill this form to create your team's charter:

We meet every week on _____ at _____ to discuss the progress.

We share our Design in _____, our Build in _____

and our Ship progress in _____ so everyone can always access it.

We communicate _____ and document at _____.

Progress discussion template

Use this template to discuss ongoing / next / finished work.

Today	Tomorrow	Blocked
▪ What I've done? ▪ What is easy? ▪ What is tough? ▪ What needs to be taken into account?	▪ What will I do next. ▪ What will be joy or fun to do? ▪ What do I fear to do and why?	▪ Where I'm stuck? ▪ What needs help from inside? ▪ What needs help from outside of the team?

This will prevent you from being upsettingly surprised
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

6 Team Values & Agreements

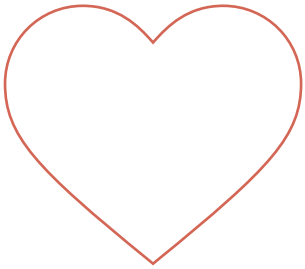
Run five minutes discussions for each section (described on our website).
After each cycle, revisit Way Of Work and reflect on your cooperation.

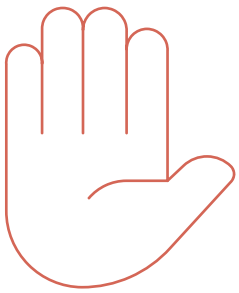
Goals

Team

Personal

Purpose





Values

Stop	Keep	Start

Way Of Work

This will give your team a strong foundation and healthy Way of Work
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

7★ Product Story

Shape your product from the perspective of you, customer and market.

The Problem

What's broken, and for whom?

Before and After

What they were doing before.

What they can do now.

Customer Promise

What a customer can always count on.

Differentiation

Finish the phrase: "Unlike alternatives, we..."

10 second version of our product

Hard limit of 20 words description

Now your product has value and meaning
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

7★ Epics Story

Publish a story for every Epic or Deliverable you ship out.
Don't describe its features, but base it on 3.

What we've solved and how we've helped.

We've made 2 _____ EASIER, LESS ... _____

by _____

We've made _____ EASIER, LESS ... _____

by _____

We've made _____ EASIER, LESS ... _____

by _____

We've made _____ EASIER, LESS ... _____

by _____

We've made _____ EASIER, LESS ... _____

by _____

Now every epic makes sense
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

7 Product & Brand Identity

Store the content in a digital form, easily accessible and downloadable.
Return to 7 and check, whether it fits your Identity.

Visual Identity

Logo / mark, Color Palette (Primary + Accent and the feeling each carries),
Typography (Mobile, Desktop, Print)
Imagery (Photos, Illustrations, Pattern...)

Verbal Identity

Name, Voice & Tone (Adjectives of how you sound and never sound like),
Repeatable language (Phrases, Metaphors, or Taglines people can echo)

Emotional Memory

Initial feeling we want to spark at first contact,
Sensory signature (sounds, motion, rituals)

Consistent Application

Touchpoints where brand shows up. (Product, Web, Emails, Events...)
Non-negotiables 3 rules that apply everywhere. With no exceptions.
Who guards it? Who says yes/no when something drifts off-brand?

Clear identity makes your product easy to spot and remember
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

7 Product & Brand Character

Store the content in a digital form, easily accessible and downloadable.
Apply it consistently, regularly check if your new work is still in sync with it.

Meet the Person

If your brand walked into a room, who would walk in? They were:

_____

_____

Personality Axes

Mark where your brand lives on each line. Avoid the middle.

Bold — Calm
Wild — Thoughtful
Playful — Serious
Warm — Cool
Rebel — Guide
_____ — _____

Show in Character

Let the personality come through everywhere, not just your logo.

IN WRITING _____

IN VISUALS _____

IN BEHAVIOR _____

Brand Archetype

Mark one primary and at most one secondary.

Innocent, Sage, Explorer, Outlaw, Magician, Everyman, Hero, Lover, Jester, Caregiver, Ruler, Creator

Be a Super Hero

Our super power _____

The villain _____

Product Name: _____

8★ Communication Plan

Create this list of actions for every Epic or Deliverable from 5★, that you Ship. Print this page once for every Epic / Deliverable.

Who is it for 1

They now do 1★★

We need them to do 5★

To do it, they need to understand 2★★

What we tell them, so they understand

How we deliver the message to them

How do we know, that it worked 5★

Product Name: _____

8 Communication Strategy

Take your messages from 8 and add Intent and Tactic to them.
Add cards for Brand discovery, Sales promotion & Customer Loyalty.

Epic	**Epic**
Intent	**Intent**
Tactic	**Tactic**
Goal	**Goal**
Epic	**Epic**
Intent	**Intent**
Tactic	**Tactic**
Goal	**Goal**
Epic	**Epic**
Intent	**Intent**
Tactic	**Tactic**
Goal	**Goal**
Epic	**Epic**
Intent	**Intent**
Tactic	**Tactic**
Goal	**Goal**

You now have strategy to prove your cause
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

8 Community Charter

Fill this form based on all 7 sheets.

Purpose

Why does the community exist?

Roles

What different roles can members play?

Values

3 principles, that are important to us.

Rules

What boundaries matter the most.

Experience & Rituals

What happens on recurring basis?

Communication Tool

What is the easiest tech solution for us to communicate?

This charter helps you to understand your community
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

9★ Performance Report

Choose one or two metrics and measure it consistently. Always add *"Why?"*.
Create monthly/bi-weekly report to get the feeling of how you succeed.

NPS: Net Promoter Score

Measure it for a long time and note the difference (delta).

Round / Date	How many	Target	NPS Score

CSAT: Customer Satisfaction

Measure it to get customer's sentiment towards product.

Round / Date	How many	Target	CSAT %

CES: Customer Effort Score

Measure how easy it was to use product or its features.

Round / Date	How many	Target	CES Score

PMF: Sean Ellis Product-Market Fit

Measure early stages of product to know if you should scale.

Round / Date	How many	Target	PMF %

These continuous reports tell you, if what you did was right
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

9★ Usability Understanding

Note down your qualitative research findings. Connect them to 9★.
Use companion sheet *Observations & Signals* for Field 2.

1. Source of the conclusion

What you actually listened to. Fill this before you write a single conclusion.

Source	How many	Date range	Who

2. Observations & signals

Record raw quotes on the companion sheet, one per row, in their words.

Come back here when it is full.

3. Patterns found

Only what appears across independent sources.

Pattern in one sentence	Blocker/Driver	Which 9★

4. What changed in our understanding?

Which persona, need, or journey step do you now have to update?

Finding

5. What has contradicted what we believed?

Empty means you did not ask anything that could have proved you wrong.

Contradiction

Product Name: _____

9 Observations & Signals

Fill this sheet for every round of listening with *their* words to avoid bias.
Label it with Signal: (F)riction, (D)elight, (C)onfusion, (R)equest

Signal ◯ Who _____ Context _____

Said/did _____

Signal ◯ Who _____ Context _____

Said/did _____

Signal ◯ Who _____ Context _____

Said/did _____

Signal ◯ Who _____ Context _____

Said/did _____

Signal ◯ Who _____ Context _____

Said/did _____

Signal ◯ Who _____ Context _____

Said/did _____

Signal ◯ Who _____ Context _____

Said/did _____

Signal ◯ Who _____ Context _____

Said/did _____

This sheet gives a firm ground to your qualitative research
so you can design, build and ship with ThreeBodyProduct.com

Product Name: _____

9 Mutual Growth

Note down how you route your findings back into your design process.
Mark what gets changed and if it is fixing old problems or brings new ideas.

What we shared back

Trust is built by reflecting the bad openly, not only the good.

With whom	What

Route each finding back into the method

This changes (1) Persona, (2) Needs, (4) Sorting, (5) Success, (-) No change

	Pattern from 9	What changes
◯		

What we are letting go of

The internal story only updates when something leaves it.

We believed that:

We now believe:

So we are stopping:

Patch or Redesign?

◯ Patch ◯ Redesign