|  |  |  |
| --- | --- | --- |
| **Person** | ***Who are we innovating for?*** | Describe target customer, persona, or market segment |
| **Activities** | ***What do they do, why, and to what ends in their everyday lives?*** | Activity / Job #1 | Activity /Job #2 | Activity / Job #3 | Etc… |
| **Insights** | ***What are the processes, tools, or activities they unnecessarily do or that they invented themselves to “work around” the way things are “supposed” to be done?*** | Insights for #1*
*
*
*
 | Insights for #2*
*
*
 | Insights for #3*
*
*
 | Etc…*
*
*
 |
| **Needs** | ***What are activity/job specific pain points?*** | Pain Points for #1*
*
 | Pain Points for #2*
*
 | Pain Points for #3*
*
 | Etc…*
*
 |
| ***What pain points span activities/jobs?*** | Pain Points Spanning Activities*
*
 |