

# Painstorming Worksheet

|                    |   |  |                                     |                                     |                            |
|--------------------|---|--|-------------------------------------|-------------------------------------|----------------------------|
| <b>P</b> erson     | <i>Who are we innovating for?</i>   | Describe target customer, persona, or market segment |                                     |                                     |                            |
| <b>A</b> ctivities | <i>What do they do, why, and to what ends in their everyday lives?</i>  | Activity / Job #1<br>•                               | Activity /Job #2<br>•               | Activity / Job #3<br>•              | Etc...<br>•                |
| <b>I</b> nsights   | <i>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?</i> | Insights for #1<br>•<br>•<br>•<br>•                  | Insights for #2<br>•<br>•<br>•<br>• | Insights for #3<br>•<br>•<br>•<br>• | Etc...<br>•<br>•<br>•<br>• |
| <b>N</b> needs     | <i>What are activity/job specific pain points?</i>  | Pain Points for #1<br>•<br>•<br>•                    | Pain Points for #2<br>•<br>•<br>•   | Pain Points for #3<br>•<br>•<br>•   | Etc...<br>•<br>•<br>•      |
|                    | <i>What pain points span activities/jobs?</i>   | Pain Points Spanning Activities<br>•<br>•<br>•       |                                     |                                     |                            |