Understand User
| **PAINstorming Tool**

This tool applies a structured research method for gathering insights and data about customer identities, activities, and difficulties. PAIN stands for Person, Activities, Insights, and Needs—the four main research topics explored.

WHEN

PAINstorming works at any point when customer identities, activities, and difficulties are unknown.

WHY

PAINstorming improves the team's understanding of the customer's behaviors, pain points, assumptions, and needs. This should help focus the team on addressing actual user preferences.

HOW TO USE THIS TOOL

STEP 1: Identify an initial set of target customers or users (P), perhaps using the Personas tool as a source of inputs.

STEP 2: Observe and/or interview the users to answer the questions identified in the A, I, and N blocks in the PAINstorming table below.

STEP 3: Use this data to ensure that any proposed products, services, or interventions are aligned with actual user preferences.

INNOVATION **TOOLKIT**

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PAINstorming Tool | Worksheet

Persona **P**	Who or what are we innovating for?	Write the name and a brief description of the persona.
Activities **A**	What is the "job to be done"? What do they do to achieve this, why, and to what ends?	Job to be done: Activities:
Insights **I**	What are the processes, tools, or activities they unnecessarily do or invented to "work around" the way things are "supposed" to be done?	Insights:
Needs **N**	What are the activity or job specific pain points? What is challenging, risky, or prevents the job from getting done?	Job-specific Pain Points:
	What pain points span jobs and activities?	Spanning Pain points:

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