

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