

PAINstorming: Develop a detailed summary of the user's situation

Persona	<p>P</p> <p>Who or what are we innovating for? <i>Write the name and brief description of the persona</i></p>	<p>What is the situation we're considering?</p>
Activities	<p>A</p> <p>What needs to be accomplished? <i>What do they do to achieve this, why, and to what ends?</i></p>	<p>What led this persona to this activity?</p>
Insights	<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>What are they trying to work around and why is it that way?</p>
Needs	<p>N</p> <p>Imagine a day in the life of this Persona: What are the activity or role-specific pain points? <i>What is challenging, risky, or prevents the activity from getting done?</i></p> <p><i>What pain points span activities, roles, or more?</i></p>	<p>What previous conditions have enabled or created today's pain points?</p>