**Worksheet: Information Synthesis and Opportunity Identification**

**Date: Lab Time:**

**Team Number: Leader:**

**Facilitator: Recorder:**

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| --- |
| **Opportunity Identification** |
| **Based on the information collected, the following decision matrix can be used to choose which pain point to pursue further. Note your chosen pain point MUST be related to the “theme”. The criteria used to compare different pain points are shown in Table 1. Assume these criteria are weighted equally, i.e., they are equally important. Now assign a score using a scale of 1 to 5 to fill in the table. Sum the columns. The one with the highest score is the suggested project focus.****Table 1: Decision Matrix for Choosing One Pain point**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Pain Point 1** | **Pain Point 2** | **Pain Point 3** |
| **Economic/Societal/Environmental Value** |  |  |  |
| **General Interest** |  |  |  |
| **Market Need** |  |  |  |
| **# of Current Solutions** |  |  |  |
| **Solution Benefit** |  |  |  |
| **Ability to Create a Solution** |  |  |  |
| **SUM** |  |  |  |

 |
| **Write down your POV need statement for your chosen project problem and refine:** |
| **Recall POV Madlib: [User] needs to [user’s need] because [surprising insight].** |
| **Interview Preparation** |
| **Your team will conduct interview outside of class regarding your chosen pain point. To prepare for the interview, you need to come up with at least five interview questions as a team. First individually generate questions related to your chosen pain point, given the information you have already collected. Then as a team,**1. **Share questions and remove duplicates.**
2. **For each question, discuss what type of information is collected and if that information will be useful in better understanding the pain point.**
3. **Group questions into themes or subject areas.**
4. **Determine the order of the themes/subjects and the questions in them to allow the conversation to flow most naturally.**
5. **Check if you ask plenty of “why?” and plenty of “tell me about the last time you …”.**

**Interview Questions:**   |
| **Homework: Conduct at least four interviews, write down customer answers to the above questions at the end of this worksheet, and as a team you will discuss findings during the upcoming lab.**  |

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