

PAINSTORMING WORKSHEET* FOR FIRST SITE VISIT
You must turn in this sheet before you leave the site (1 sheet per person)

<p>Person Who are we innovating for?</p>	1.	2.
<p>Activities What do they do? How is productivity measured?</p>	1.	2.
<p>Insights What are the processes or activities they do unnecessarily? What tools or methods have they invented to “work around” pains?</p>	1.	2.
<p>Needs What are the activity-specific pain points?</p>	1.	2.

Name _____

Date _____

<p>Person Who are we innovating for?</p>	3.	4.
<p>Activities What do they do? How is productivity measured?</p>	3.	4.
<p>Insights What are the processes or activities they do unnecessarily? What tools or methods have they invented to “work around” pains?</p>	3.	4.
<p>Needs What are the activity-specific pain points?</p>	3.	4.

* Based on worksheet originally developed by Soren Kaplan, PhD. (www.leapfrogging.com)