**Worksheet: Pain Point List**

**Date: Lab Time:**

**Team Number: Leader:**

**Facilitator: Recorder:**

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| **Top 3 Pain Points and POV Madlib Need Statements** |
| **[User] needs to [user’s need] because [surprising insight].**  **Pain Point 1:**  **Pain Point 2:**  **Pain Point 3** |
| **Top 3 Pain Point and Information Collection** |
| **For each pain point, answer the following three questions:**   1. **Who is my end user/customer with the problem?** 2. **What are the current solutions for the problem? What is the current state of technology for solving the problem?** 3. **What trends affect the user and their problems?**   **Pain Point 1:**  **Pain Point 2**  **Pain Point 3** |

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