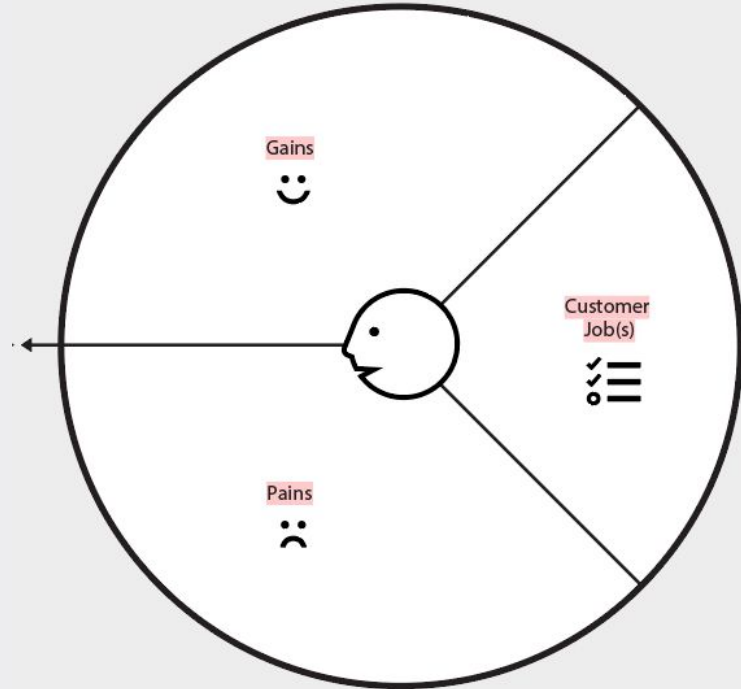




Participant Profile – 45 minutes

- Put yourself in your own shoes and design from your point-of-view
- Move through each category:
 1. **Jobs**
 2. **Pains**
 3. **Gains**
- What is your team's current experience?





Team Profile – Jobs

Jobs describe the things your team is trying to get done in your work or in your life. A job could be the tasks your team is trying to perform and complete, the problems your team is trying to solve, or the needs your team is trying to satisfy.

- What is the one thing that your team couldn't live without accomplishing?
 - What does your team need to accomplish that involves interaction with others?
 - What tasks are your team trying to perform in their work or personal life?
- What are the emotional needs your team is trying to satisfy?
 - How does your team want to be perceived by others?
 - How does your team want to feel?

Examples: Improve a skillset, collaborate with others, stay up-to-date



Team Profile – Pains

Pains describe anything that annoys your team before, during, and after trying to get a job done or simply prevents you from getting a job done. Pains also describe risks, that is, potential bad outcomes, related to getting a job done badly or not at all.

- What makes your team feel bad?
- What are the main difficulties and challenges your team encounters?
- What negative social consequences does your team encounter or fear? Are you afraid of a loss of face, power, trust, or status?
- What's keeping your team awake at night? What are your team's big issues, concerns, and worries?
- What common mistakes does your team make?
- What barriers are keeping your team from doing their job effectively?

Examples: Lack of time, management not getting it, no clear path



Team Profile – Gains

Gains describe the outcomes and benefits your team wants. Some gains are required, expected, or desired by your team, and some would surprise you. Gains include functional utility, social gains, positive emotions, and cost savings.

- Which savings would make your team happy? (related to time, money and effort)
- What would make your team's job or life easier?
- What positive social consequences does your team desire? What makes your team look good?
- What is your team looking for most? Are you searching for good design, guarantees, specific or more features?
- What does your team dream about? What does your team aspire to achieve, or what would be a big relief to you?
- How do you measure success and failure?

Examples: Clear indicators to measure progress, get recognized by team, easy to understand



Rank Jobs, Pains, and Gains – 10 minutes

Identify the top 5 from each that our concepts will refer back to

