



CONCEPTS

# TECHNOLOGY ENABLER

## PAIN-POINT OR NEED

List customer or business need you have uncovered in your research.

## FRESH IDEAS

Using one of the enablers write a brief concept describing how that could be applied.

## ASSOCIATED VALUES FROM TECHNOLOGY ENABLERS

Associate one of the technology enablers below by asking “Which value would lessen their pain or fulfill their need?”

Do they need more clarity? Help them understand.

Do they need more time? Save them time.

Do they need more guidance? Guide them.

Do they need more knowledge? Make them smarter.



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# PREDICTIVE INTELLIGENCE

## DEFINE THE NEED

What is needed or what pain-point would you like to remove or reduce?

## IDENTIFY AUDIENCE + BUSINESS VALUE

Who are your “customers”?

.....  
Why is this important to the business?

## EXPLORE NEW PERSPECTIVES

Using any of the categories below, what might we want to predict?

WHO/PERSONA/IDENTITY

BEHAVIOR

INTENT

## PREDICTIVE IDEAS

Based on the predictions that have arisen from exploring new perspectives, how might you use them to provide the need you defined?