# Alarm clockIdentify Pain Points

**Time to Complete:**

**15 Minutes**

*Brainstorming persona pain points is a key empathy exercise that allows solution designers to better understand the frustrations that end users incur when trying to accomplish something in their current environment. The goal of any InterOpathon track is to build and test tools and workflows that improve the way that current systems operate.*

# Exercise 1

**Objective:** Spend the next 15 minutes collaboratively brainstorming as many pain points as your team can come up with for the persona story you selected previously. There may be pain points that are directly described in your persona story, however your group is encouraged to also infer challenges and frustrations the persona might face.

***What are the frustrations and pain points your persona is experiencing in the scenario?***

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**Example:** *Sarah has to wait for more than a week before her medication can be filled.*

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**Pain Point:**

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