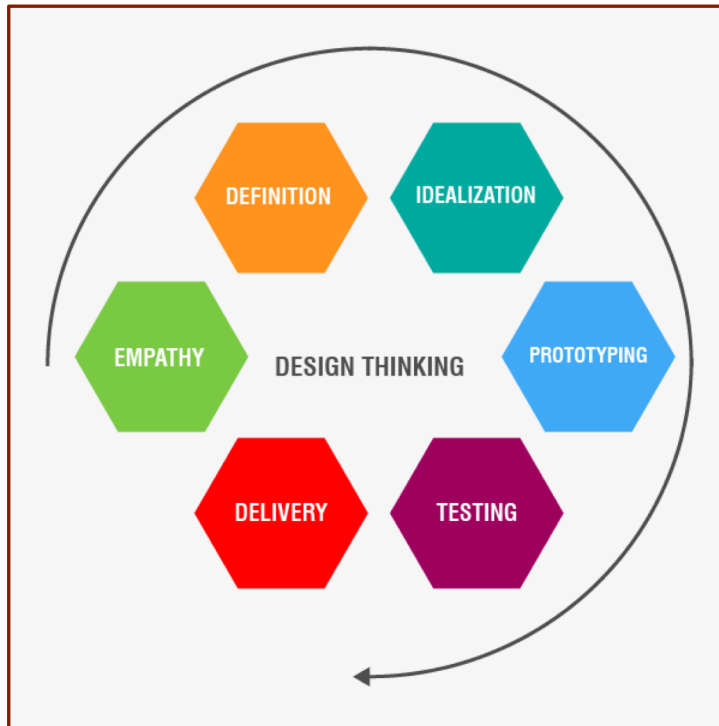


# Define the Problem



# Lean LaunchPad is an Extension of Design Thinking



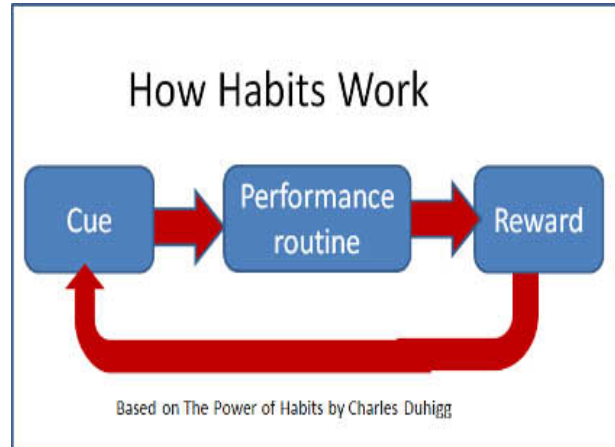
# Stakeholder Goals:

**tasks to perform, problems to solve, needs to satisfy**

What do they actually  
DO now?

What are they really  
TRYING to do?

Is there a BETTER WAY  
to get the job done?



- Functional needs?
- Emotional needs / desires?
- Social needs / desires?

# **“Pains”**

## **Frustrating outcomes, risks and obstacles**

- ✓ What do they find too costly about current options?
- ✓ How are current solutions underperforming (slow, too expensive, lack of features, malfunctioning, poor quality, etc.)?
- ✓ What are their top 3-5 challenges, difficulties or frustrations with current options (convenience, quality, reliability, interoperability, accessibility, etc.)?
- ✓ What keeps them awake at night (issues, worries, concerns)?
- ✓ What barriers are keeping customers from adopting other options?

# **“Gains”**

## **Benefits stakeholders are seeking**

- ✓ What outcomes do they expect (articulated needs) and what would exceed their expectations (often unarticulated needs)?
- ✓ How do current options satisfy / not satisfy them?
- ✓ What would make their job or life easier / less frustrating?
- ✓ What positive social consequences do they desire (perception, status, power or influence, etc.)?
- ✓ What would increase the likelihood they would adopt a solution?