PAIN/GAIN MAP

Another strategy to begin to understand and empathize with the individual that you are designing a solution for is to create a pain/gain map.

Through this method, students will explore what the pain (e.g. What does a bad day look like for this person? What are they afraid of?) and gain (e.g. What does the person want? If we solved the driving question, how would the person benefit?) is for a user or person effected by the driving question.

With the empathy map, you will often times want to have students create a pain/gain map for each of the individuals that they need to understand to effectively address the driving question.

DIRECTIONS:
Have students draw a picture of the person they are investigating in the center of a large sheet of paper.

On one side of the paper have the students write "Pain" and on the other "Gains."

Have the students think through and record their thoughts to questions such as:
Pain: What does a bad day look like for this person? What are they afraid of? What keeps them up at night? What obstacles stand in their way?

Gain: What does the person want? If we solved the driving questino, how does the person benefit? What can we offer this person?