iCenter
Center for Entrepreneurship and Business Innovation

Deep Customer Empathy - Pain Points

Name:

Customer First Name:
Date and Time:

How many pain points can you spot?

When observing or interviewing customers, pay close attention to their pain points. Pain points can range from a minor annoyance, a major problem, or a barrier that prevents them from reaching their goals. The best pain points to solve for are the ones that the customer can't verbalilze, but you notice by observing their reactions (emotions) and the things they do (behaviors).

Pain Points/Barriers