

From The Ground Up

Your Guide to Starting an Education Corporation With Your Students

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Chapter 1: Business Basics

Introduction to Product Innovation



Step 1: Identify Pain Points

Empathize with the **user** to identify pain points.

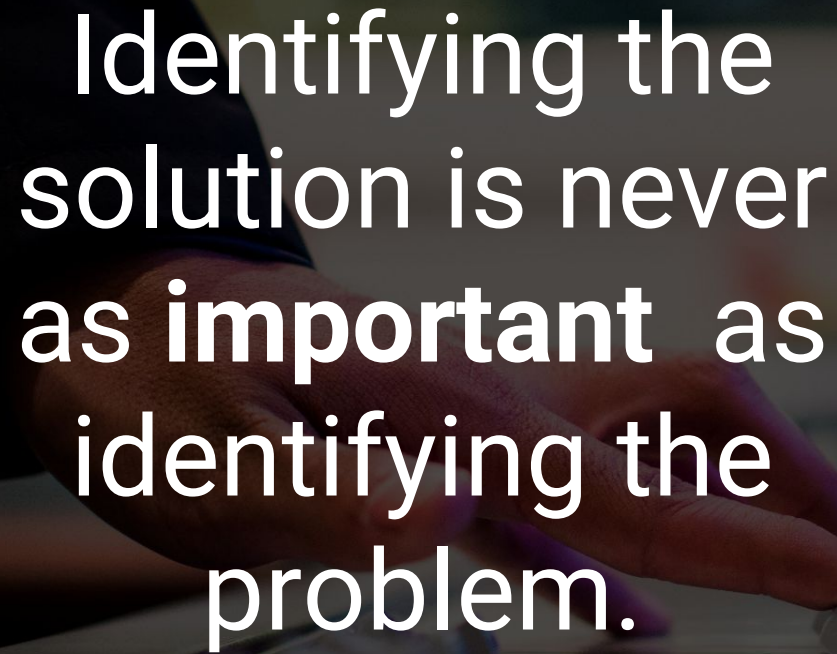
Imagine yourself in the user's shoes.

Do the tasks you would expect a user to do.

Speak to the user and ask lots of questions about their experiences.

The **user** is a person experiencing a problem in their life.

The problem could be severe, like an illness, or mediocre like sneakers that constantly untie.



Identifying the solution is never as **important** as identifying the problem.

Explain what is meant by this quote. Do you agree?

Getting to the ROOT of a Problem

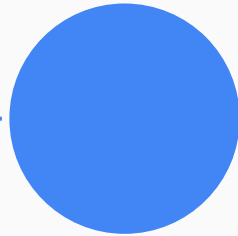
Step 1

Identify a Problem



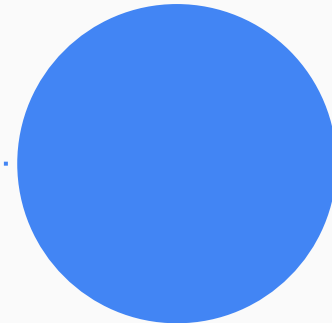
Step 2

Ask LOTS of questions.
Where, Why, What,
When, Who, and How



Step 3

Analyze the questions
to determine the main
cause and source of the
problem.



Example of Getting to the Root of a Problem.

1. *Pain Point: Josh is very tired everyday.*
1. *What are Some Questions You Might Ask?*

Example of Getting to the Root of a Problem.

When did you start feeling tired:

Two weeks ago

Who else in your house is tired?

***Only my brother who shares my
room***

Where do you sleep?

In the Basement

*What other events changed in your life
two weeks ago?*

We got a dog

Example of Getting to the Root of a Problem.

It seems that Josh's new dog must be keeping him up at night.

The solution now seems to be about "how to make the dog stop barking at night" instead of "How to make Josh less tired".

Do you see how valuable getting to the root of the problem is?

Your Turn!

Pair up with a partner and ask them to name a “problem” in their life.

Then, empathize with your partner. Imagine yourself in their shoes.

Get to the root of the problem with WH questions.

Now you are ready to problem-solve!

Ask your partner to name a problem

Empathize with their problem.

Get to the Root of Their Problem

Begin Problem-Solving