

Your Maverick Move

Identify Industry Pain Points

What this table demonstrates:

This table is a simple tool used to identify existing untapped opportunities currently ignored by your INDUSTRY. By identifying the frustrations, pain points, hurdles & obstacles your industry forces on it's customers, you can see untapped opportunities! When you identify these, you're a step ahead of your industry and can shape the future!

The blocks going across the TOP of the below table represent each step/phase your end-user goes through in ultimately using your offering (eg., from researching to what to do post-use). Feel free to rename the headings to better align with the stages of your customer's experience.

The column on the LEFT SIDE of the table identifies possible categories of pain points.

What to do:

Click each box in this table you believe is an existing unaddressed pain point in your industry that makes your customer's user experience less pleasant than if this pain point did not exist. Said a different way, identify those industry pain points that, if they were solved, would make it easier for customers to frequent your industry

Don't worry about if or how the problem can be solved. We use a different exercise for answering those questions in a way that simultaneously deliver an increase in value to your end user AND an increase in profits to your organization. In this exercise we are solely focussed on identifying pain points (i.e., opportunities) in your INDUSTRY, NOT solutions.

NOTE: The heading "SUPPLEMENTS" refers to anything your customer/client needs in order to use your product/service. For example, if you sell cars, your customer will need fuel; children's toys may need batteries, to accompany a toothbrush toothpaste; dental floss & water (for rinsing)

- Put yourself in the shoes of your CUSTOMER
- Envision each step of the buyer experience for your offering
- Imagine, in painstaking detail, absolutely everything your customer experiences throughout the entire cycle of their experience
- Don't overlook pain points that you may take for granted or "just accept" that are necessary frustrations for your customers (wouldn't it be great if boxes of cereal used zip-lock bags!?)
- Resist the urge to consider how your organization and/or your competition addresses each situation. You want to identify opportunities in your INDUSTRY and begin to move away from benchmarking against competitors
- Here are some questions to help you start thinking differently than your competitors:
 - What's the DUMBEST/most ANNOYING thing your industry does?
 - What are some things your industry expects customers to tolerate?
 - What things have customers in your industry LEARNED to tolerate?
 - "That's just the way it's always been done" — what limits and pain points have developed in your industry as a result of this mindset?
 - What are the pain points of customers who struggle to use your industry (they may not be customers of your industry (yet) -- why not?)

MOST IMPORTANTLY: Get creative, ask "what if", color outside the lines, defy convention, break some rules — BE A MAVERICK!

IMPORTANT: focus on identifying opportunities in your industry. Do NOT focus on your offering or your competition. We're looking for problems that neither you nor your competition has addressed. We want to go where your competition ISN'T.

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Stages of User/Buyer Experience

Convenience & Usefulness

	Purchase	Delivery	Use	Supplements	Maintenance	Disposal
Efficiency of Use <i>(e.g., less time, effort, money)</i>						
Simplicity <i>Avoids/minimizes complexity or hassle</i>						
Convenience of Availability <i>When & where customers want it (e.g., 24/7/365)</i>						
Risk Reduction <i>(e.g., financial, physical, emotional, reputation)</i>						
Fun & Image <i>Tangible & intangible aesthetic look, feel attitude, style</i>						
Eco-Friendly						

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Example: Car Insurance

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If this many opportunities (i.e., pain points unsolved by the industry) can be identified in an industry as regulated, competitive an non-innovative as auto insurance, imagine how many opportunities there currently exist in YOUR industry that neither you nor your competition is addressing.

How would it alter your market position if your organization solved 1 or 2 of the pain points you identify?

Wouldn't it be great to be THE organization that DOES?

Convenience & Usefulness	Stages of User/Buyer Experience					
	Purchase	Delivery	Use	Supplements	Maintenance	Disposal
	Efficiency of Use <i>(e.g., less time, effort, money)</i>	☒	☒	☒	☒	☒
	Simplicity <i>Avoids/minimizes complexity or hassle</i>	☐	☒	☒	☒	☐
	Convenience of Availability <i>When & where customers want it (e.g., 24/7/365)</i>	☐	☒	☒	☒	☐
	Risk Reduction <i>(e.g., financial, physical, emotional, reputation)</i>	☒	☒	☒	☒	☒
	Fun & Image <i>Tangible & intangible aesthetic look, feel attitude, style</i>	☒	☐	☐	☒	☐
	Eco-Friendly	☐	☐	☐	☐	☐

	Purchase	Delivery	Use	Supplements	Maintenance	Disposal
Efficiency of Use <i>(e.g., less time, effort, money)</i>						
Simplicity <i>Avoids/minimizes complexity or hassle</i>						
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