

# Pain-point mapping

## PURPOSE

The facilitator can lead participants through this exercise to better understand the most significant challenges encountered during the response. The purpose of this exercise is to come to a consensus on the most important challenges and then determine the anticipated level of effort to address them.

## Instructions and facilitation tips

Using the matrix, participants should rate pain points (challenges) from high to low (y-axis), and then discuss the anticipated effort to address these challenges from difficult to easy (x-axis).

When discussing the anticipated effort to address the challenges, the facilitator can guide participants in thinking through the following items:

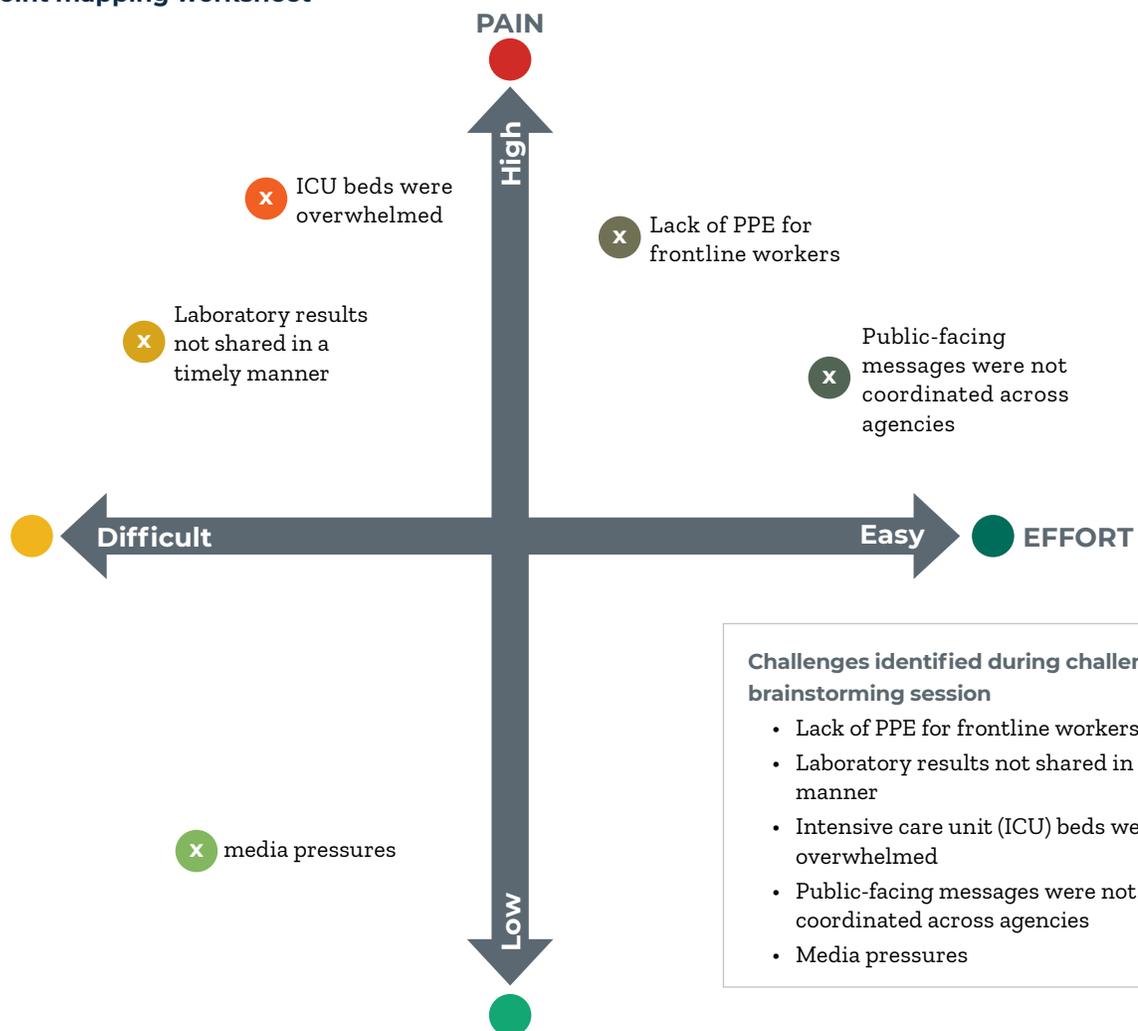
- Would addressing the identified challenge involve coordination across multiple agencies?
- Is the identified challenge affected by external forces that are not under our control?
- Does addressing the identified challenge involve additional economic resources?
- Who are the decision makers involved in addressing the identified challenge?

At the end of the discussion, it will be helpful to revisit the matrix to ensure pain points are mapped correctly. When participants see all pain points mapped together, they might decide to reassess some of the ratings.

## Adaptations for a virtual meeting

- Send the worksheet to participants before the meeting so each person can have a reference throughout the discussion and a place to jot down ideas.
- If your team is using a digital platform that allows sharing content, have a note-taker fill out the worksheet in real time.
- Use the categories to guide a more general brainstorming discussion without using the worksheet.

## Example pain-point mapping worksheet



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## PAIN-POINT MAPPING WORKSHEET TEMPLATE

Challenges identified during challenge brainstorming session

