

P

A

I

N

P- Persona: What is the customer "persona" you're innovating with? Who are they? What are their characteristics, issues, and challenges?

A- Activities: What activities do they do and why? Where do they spend their time?

I- Insights: What are the things they struggle with most? What irritates them or brings them the most joy?

N- Needs: What are their priority needs to change habits? What are the needs that, if addressed through new products or services, would make them really happy?