

Software as a Business (SaaS)

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Office Hours: Thu, 11-13:00

INF 2087

Register with katrin.heber@tu-dresden.de<http://st.inf.tu-dresden.de/teaching/saab>**Exercise Sheet No. 6**

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Pain Analysis and Management

Task 6.1: Classifying Problems into Different Sorts of Pains

One of the most important things for an entrepreneur is to filter *pains* from problems, because a well-identified pain is half a sale and half a business model.

1a) Classify the following problems into pains, fear of force, catastrophe, fear of catastrophe, blocking factors.

- How to reach somebody if the mobile phone is empty?
- How to maintain a book shelf with regard to frequency of use of books?
- How to look into the fridge when the door is closed?
- How to master the huge number of refugees arriving in Germany?
- How to arrive at a better, collaborative email tool?
- How to find a car repair shop with guaranteed 1h stop time?

1b) Put up a *pain portfolio* for the above problems.

1c) Put up a *priority pain list* for the above problems.

1d) Fill a *pain canvas* for the above problems. Try to refine the simple problems into harder problems, i.e., to augment pain pressure and pain priority.

1e) Fill in annotations into the pain canvas to get a *pain killer canvas*.

Task 6.2: Working on the Hirement Problem of the University Administration with the Pain Canvas

The university has a hiring process that takes 6-8 weeks for decision. This is taking too long. The chancellor of the university asks you to do consultancy. He wants to know which problems arise from the current process.

In the first interview, you hear that the following steps have to be taken:

- Publication of an advertisement (2 weeks)

- Check with the department of handicapped personnel whether there is a handicapped person suitable for the job (1 week)
- Perhaps asking the Arbeitsagentur whether a handicapped person has applied for this kind of job (1 week)
- Evaluating the candidate on his / her abilities (ability assessment), and which salary group she fits to (1 week)
- Contracting: filling the data of the candidate into SAP system and printing the contract (1 week)

Find some PhD students you know who have been hired by the department . Prepare a problem interview with them, from which you fill the pain canvas. Ask how they thought about the process. Which general problems can you derive the university has?

2a) Start by filling the pain canvas with the background field. Then, prepare questions for your interview partner for more background and general problems (mood problems).

2b) Think about the objectives of the hiring process. Which goals drive the stakeholders - the university, the chancellor, the candidate, the handicapped, the hiring professor?

2c) Think about the *Hidden Effect* field. Which questions do you pose to find out whether there are *hidden effects implied* for the university which are not known?

2d) Think about the *Pains* field. How can you find out which of the problems or hidden effects are pains? To whom?

2e) Think about the *Outer Forces* field. How can you find out which forces exist that are superimposed by society? trade unions? courts?

2f) Think about the *Catastrophies* field. How can you find out which pains are going to be a catastrophe for whome of the stakeholders?

2g) Now conduct the interview with your interviewee. Fill the canvas with answers. Then, think about the consequences. Is there anything you learned about pains of the stakeholders which you can tell the chancellor of the university?

Task 6.3: Working on the Care Problem for Your Parents with the Pain Canvas

Your parents will be older in 10 years from now, clear. Will they already retire? Who will care for them, if they will be 65 and get ill?

- How many brothers and sisters do you have?
- How many uncles and aunts exist?
- How far away from your parents will you live?
- How rich is your family? Be aware, one month in a care centre costs about 2000-4000 Euro.

Prepare an problem interview with your parents and your brothers and sisters. Before, fill questions in the pain canvas, and try to answer them during the interview and later. Ask how they think about what will happen.

- 3a) Start by filling the pain canvas with the background field. Then, prepare questions for your interview partner for more background and general problems (mood problems).
- 3b) Think about the objectives of the family with the aging process. Which goals drive the stakeholders?
- 3c) Think about the *Hidden Effect* field. Which questions do you pose to find out whether there are *hidden effects implied* for your family which are not known?
- 3d) Think about the *Pains* field. How can you find out which of the problems or hidden effects are pains? To whom?
- 3e) Think about the *Outer Forces* field. How can you find out which forces exist that are superimposed by society? trade unions? courts? The social service authorities?
- 3f) Think about the *Catastrophies* field. How can you find out which pains are going to be a catastrophe for whom of the stakeholders?
- 3g) Now conduct one or two interviews with your interviewees. Fill the canvas with answers. Then, think about the consequences. Is there anything you learned about current and future pains of your family?