

### **Assignment 3: Painstorming**

*Individual Assignment:* Take a 1- to 2-minute video of someone using a “time-saving” device (e.g., cell phone, tablet, computer, smart watch, etc.). Make sure the person in the video gives you permission to use their image in the file.

Make a list of the "pains" or the "unmet needs" you can identify in the video. These pains may become opportunities for innovation. Meet with your team and assemble a complete list of all the opportunities.

Length of the video: 1 min.< playing time of video < 2 minutes

Post your video file (YouTube private view) and email your list of identified pains/needs to [Darrell Kleinke](#), [Cindy Fry](#), and [Dave Carr](#).

Due Feb 5