

Example: Step 2 – Filled Matrix

| Quote (verbatim) | Need or Pain | How Often? | Impact (who/how) | Rule or Limit (constraint) | Opportunity or Idea |
|--|--|-------------|-----------------------------|--------------------------------|---|
| “I just need a fast yes/no with a due time.” | Quick check of eligibility and return time | Most nights | Staff time; student waiting | Quiet hours 10:00 pm | Scan ID → show status + auto due time |
| “Paper notes get lost the next day.” | Records are hard to find | Weekly | Inventory errors | Must know who holds which item | Digital log with search |
| “Spreadsheet freezes on my phone.” | Slow tool on mobile | Sometimes | Delays sign-out | Phones vary, poor Wi-Fi | Mobile-friendly page with offline cache |