

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