



**Problem-Solution Matrix (Pain to Vision)**

	Diagnose the pain	Explore the impact	Visualize Capabilities
<b>Open questions</b>	<p><b>1</b></p> <p>Tell me about your circumstances. What is contributing to your struggle?</p>	<p><b>4</b></p> <p>Besides yourself, who else is impacted by this (<i>repeat pain</i>) and how are they impacted?</p>	<p><b>7</b></p> <p>What might it take for us to solve this problem together? Can I throw out a few ideas?</p>
<b>Clarifying questions</b>	<p><b>2</b></p> <p>Is this because...?</p>	<p><b>5</b></p> <p>Is this (<i>pain</i>) also causing ___? If so, wouldn't (<i>a meaningful partner</i>) be concerned?</p>	<p><b>8</b></p> <p>What if we were able to ___? Would that help? What if we were also able to ___?</p>
<b>Confirming questions</b>	<p><b>3</b></p> <p>So, the reasons for your (<i>repeat the customer's definition of the pain</i>) are...?</p>	<p><b>6</b></p> <p>From what I just heard, (repeat the <i>who</i> and <i>how</i>), this isn't just your problem, but a _____ problem?</p>	<p><b>9</b></p> <p>From what I just heard, if you had the ability to (repeat capabilities), could you solve (repeat pain)?</p>