



WHO IS YOUR USER?



As a _____

I want to _____

so that I can _____

NAME

ROLE

EXPERIENCE LEVEL

MOTIVATORS

GOALS

BEHAVIORS

EXPECTATIONS

FRUSTRATIONS



THINK LIKE YOUR USER!

WHO IS YOUR USER?

WHAT IS YOUR USER'S MOST IMPORTANT BUSINESS GOAL ?

WHAT QUESTIONS NEED TO BE ANSWERED TO REACH THAT GOAL?

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WHAT DATA DOES YOUR USER NEED TO ANSWER THOSE QUESTIONS?

METRICS & KPIs





VISUALIZE YOUR IDEAS!



