Who	Do	Be	Feel	Concern
User	Share e-portfolio url	Entertaining	Proud	Access control
Viewer	View shared e-portfolio (access the shared url)	Easy to understand (easy to use, User-friendly)	Impressed	Upload limitations (especially for video, audio, images)
Visitor	Select templates	Learn something new (Inspiring)	Fulfilling	
	Upload multimedia, texts, images etc. (editing e-portfolio)	Meeting the self-expectation	Satisfied	
	Download e-portfolio as PDF (could viewers do that?)	Representative (of the owner of the portfolio)	Confident	
	Sign up/ login/ sign out (authentication)	Pretty (elegant UI)	Covenient	
	Store past portfolios		Secured (privacy/personal information etc.)	
	Create new portfolio			

Brainstorming:

Who
- Who is involved in using this application?
Do
- What are we going to do on this application?
Be
- What is this application for?
- What quality does the application have?
Feel

- What are people's feelings towards this application?