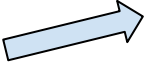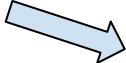Designed by: _____

Date: _____

What resource do they need to perform their task?

What do they need to deliver?

What frustrations do they experience?

What constraints do they face? (time? budget? distance? legal? etc.)

What rewards do they expect from it? (mention KPIs if relevant)