

A Day in

the Life

Worksheet



Dive deep into your (potential) customers’ worlds to gain insights about their jobs, pains, and gains. What customers do on a daily basis in their real settings often differs from what they believe they do or what they will tell you in an interview, survey, or focus group

objective

Understand your customer’s world in more detail

outcome

Map of your customer’s day

Capture the most important jobs, pains, and gains of the customer you shadowed

Time	Activity (what I see)		Notes (what I think)

