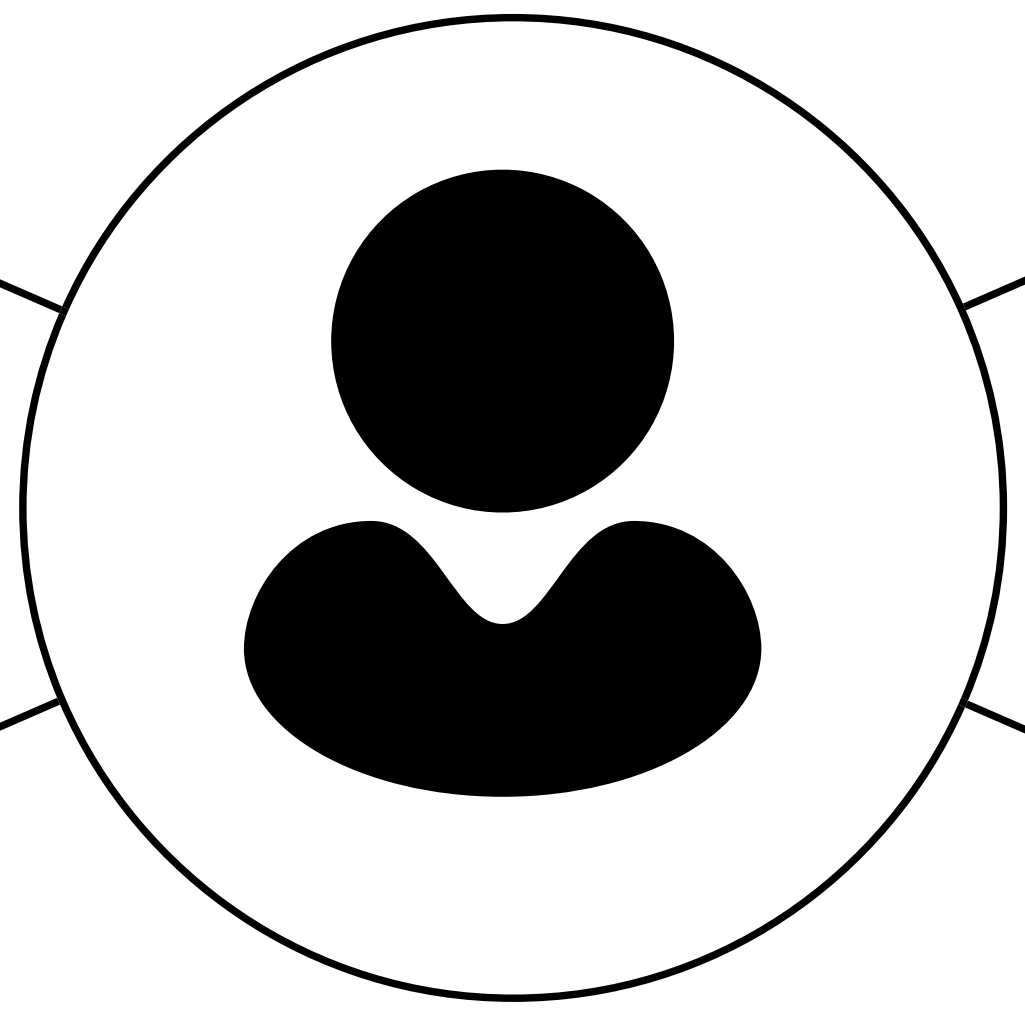


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Motivation
- Inner conflicts
- What Matters

- What Does Users Hear From Others?
- What Does Influence How They Act Or Behave?
- Opinions

- What Do users When They Use The Product?
- Aesthetic Aspects
- Prominent Elements

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Verbatim Quotes
- Behavior
- Typical day

PAIN

fears
frustrations
obstacles

- What Are The Pain Points?
- Challenges
- Obstacles

GAIN

"wants" / needs
measures of success
obstacles

- What Do Users Hope To Gain?
- What to Users What to Achieve?
- How success is measured?