

1. 3w's & H

- What is it ?
- When de they need it ?
- Why do they need it ?
- How does it work ?

2. Persona

 Name, Title	Behaviors
Demographics	Needs & Goals

<http://www.makemypersona.com/>

3. Customer needs, Jobs to be done statement

As a user , I want <Goals/needs>, so that <benefit>

When user has problem, they hire , to get job done

<https://medium.com/@alanklement/when-i-wrote-this-i-used-the-word-outcome-457c30750d8a#.faj0q29hf>

4. Prioritize - \$100 startup style

Goal / Need	Impact	Effort	Profitability	Total

5. List possible solutions - Bill boxtton style

<https://divergentmba.wordpress.com/2011/03/14/sketching-user-experiences-by-bill-buxton/>

6. Pros & cons of each ideas

Solution	Pros	cons
Solution1		
Solution 2		

7. Summarize

Pick best one from step 6, explain why