How it works

Gather your team and start by defining who your customer is. Add a picture and a name on the center of the map.



This exercise is complete after six rounds. For each round, choose a section, set the timer to 3 minutes and invite the team to add sticky notes with their ideas. Use the sticky note stash to speed up the process!



When the time is up, set a new timer for 5 minutes and open a discussion about the ideas on the sticky notes. If necessary, make adjustments to help you be clear about how your customer identifies with each topic.



At the end of the 6 rounds, review the board to confirm that the team has a good understanding of who their customer is.

Learn more: https://conceptboard.com/blog/create-a-...



Expert Tip

If your product targets different customers, copy the template and do this exercise for each persona.



What are these person's Pains?

There are adults who still struggle with handwriting techniques that they were never properly taught in gradeschool.

Students recieve poor grades because teachers cannot read their handwriting.

Children fall behind in their classes because they cannot properly write.

Some children have to think harder than other children when writing and fall behind in class.



Get the full Conceptboard experience by inviting more participants to your board. Just send the URL to your teammates and start collaborating!



What does the person Think & feel?

Some children feel lesser than their fellow peers if they have worse handwriting.

Some children do not understand why their pencils break when they write too hard, so this will teach them how to write with less weight.

Some children think they are not as smart as other kids, even though it is really just handwriting holding them back.

The child might feel like a disappointment.



The child constantly hears their parents scolding them for poor grades.

Other children making fun of their handwriting.

The teacher consistently asking what each word spells since they can't read

Consitent belittling from peers outside of the school community.

The

Handwriting



Child Practicing efficient and effective handwriting techniques.

The child will see their handwriting is not comprable to their peers.

The child might notice that their grades are below the average.

The child will see that their paper is tearing from pressing too hard.

(1) What does the person

See?

The child may see other children succeeding before themselves.



The child may ask for help or seek advice from peers/mentors.

frusturated and want to give up on school altogether.

The child may be

The child might lash out to defend themselves since they feel bad about their poor handwriting.

The child might decide to take action and redevelop proper handwriting techniques.



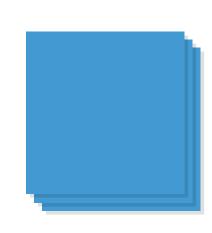
What does the person

Say & do?

Sticky note stash







By using the handwriting machine the child may be able to improve handwriting.

learn how to effectively write without tearing the paper.

The child can

The child will recieve better grades and feel more connected to friends.

design, children will be able to develop alongside peers and feel less excluded.

By using our



Sticky note stash

