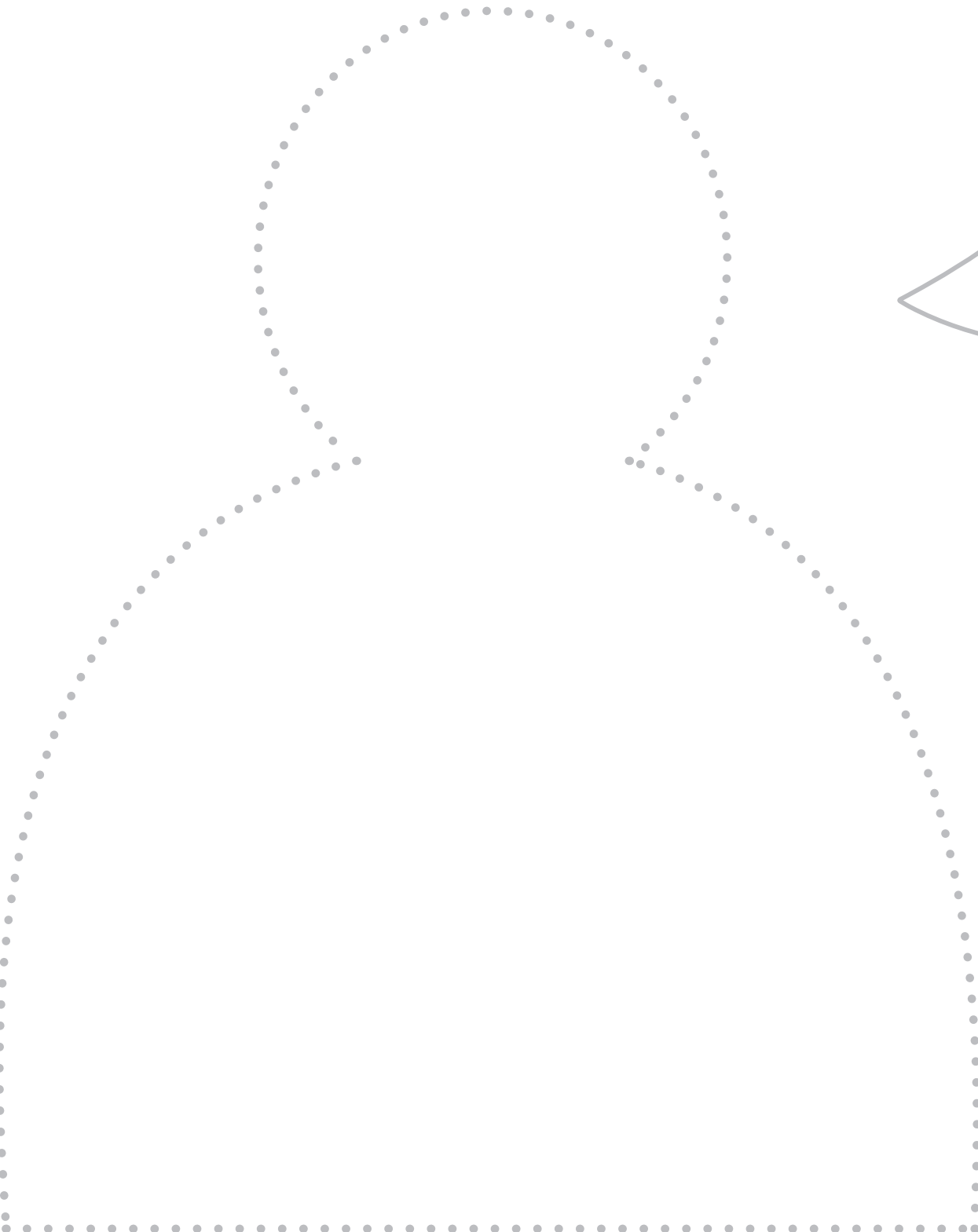


MY NAME IS

MY PORTRAIT



MY REAL GOALS ARE

MY REAL NEEDS ARE

If I had a magic wand.....

.....

.....

.....

.....

.....

OPPORTUNITY STATEMENT:

- A. .... needs to  
Persona name
- B. .... because  
Persona’s primary need
- C. ....  
Suprising insight from the interview and empathy mapping activities
- D. Today, .....  
How current solutions fall short

AS A RESULT OF THIS, CISCO SOLUTION ABSOLUTELY MUST:

- E.....  
Primary problem to solve
- F. ....plus if possible,  
Secondary problem to solve
- G. ....  
Tertiary problem to solve