Understand your users and put yourself in their shoes

PEOPLE

1 to as many as you want!

MORE TEMPLATES

User interview
User persona
Use case template

HELPFUL TOOLS

Toolbar
It's at the bottom of your screen, with stickies, stamps, and anything you need.

Move and Zoom
Holding Spacebar, use the hand tool to pan around. Zoom controls are in the top right corner.
Spacebar

Work with your team
FigJam's better with others. Click the **Share** button above to invite your team.

Stickies
Press "S" to quickly add a sticky to the canvas.
S

Stamps
Leave your mark on the canvas with a stamp. Make sure you setup an avatar in your user settings. This enables you to stamp your avatar.
E (toggle)

Timer
Set timers for to time-box your brainstorm sessions so you can stay on schedule. You can find the timer the top-right menu with other delightful features.

Persona Information

Jolly Jane

"Archetype"

- Age: 23-35
- Lives in a big metropolitan city
- Busy work schedule
- Works out a lot
- Health and Fitness conscious

About them

Add a description about your persona.

Empathy Map

Section 1

HEARS

SAYS & DOES

PAIN