

User profile: *<Describe here what profile has the user, that can be the position this user has in company>*

Task: *<Describe here the tasks for what the user wants a solution>*

Experience issues:

- Issue 1
- Issue 2
- ...

How these issues are solved today?

- Issue 1:
 - Strategy 1
 - Strategy 2
 - ...
- Issue 2:
 - Strategy 1
 - Strategy 2
 - ...

Why the way to solve these issues actually applied are no satisfactory?

- Issue 1, Strategy 1: Reason 1
- Issue 1, Strategy 2: Reason 2
- Issue 2, Strategy 1: Reason 3
- ...

Worst-case scenarios:

- Issue 1: scenario 1
- Issue 2, Issue 3: scenario 3

USER JOURNEY FLOW

Obs: Insert into boxes below the steps user takes before, during and after the task under analysis. Use more than one sheet if necessary

BEFORE TASK

- ➔ User activity 1
- ➔ User activity 2
- ➔ ...

DURING TASK

- ➔ User activity 1
- ➔ User activity 2
- ➔ ...

AFTER TASK

- ➔ User activity 1
- ➔ User activity 2
- ➔ ...