**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

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

**USER JOUNEY FLOW**

***AFTER TASK***

***BEFORE TASK***

***DURING TASK***

* User activity 1
* User activity 2
* ...
* User activity 1
* User activity 2
* ...
* User activity 1
* User activity 2
* ...