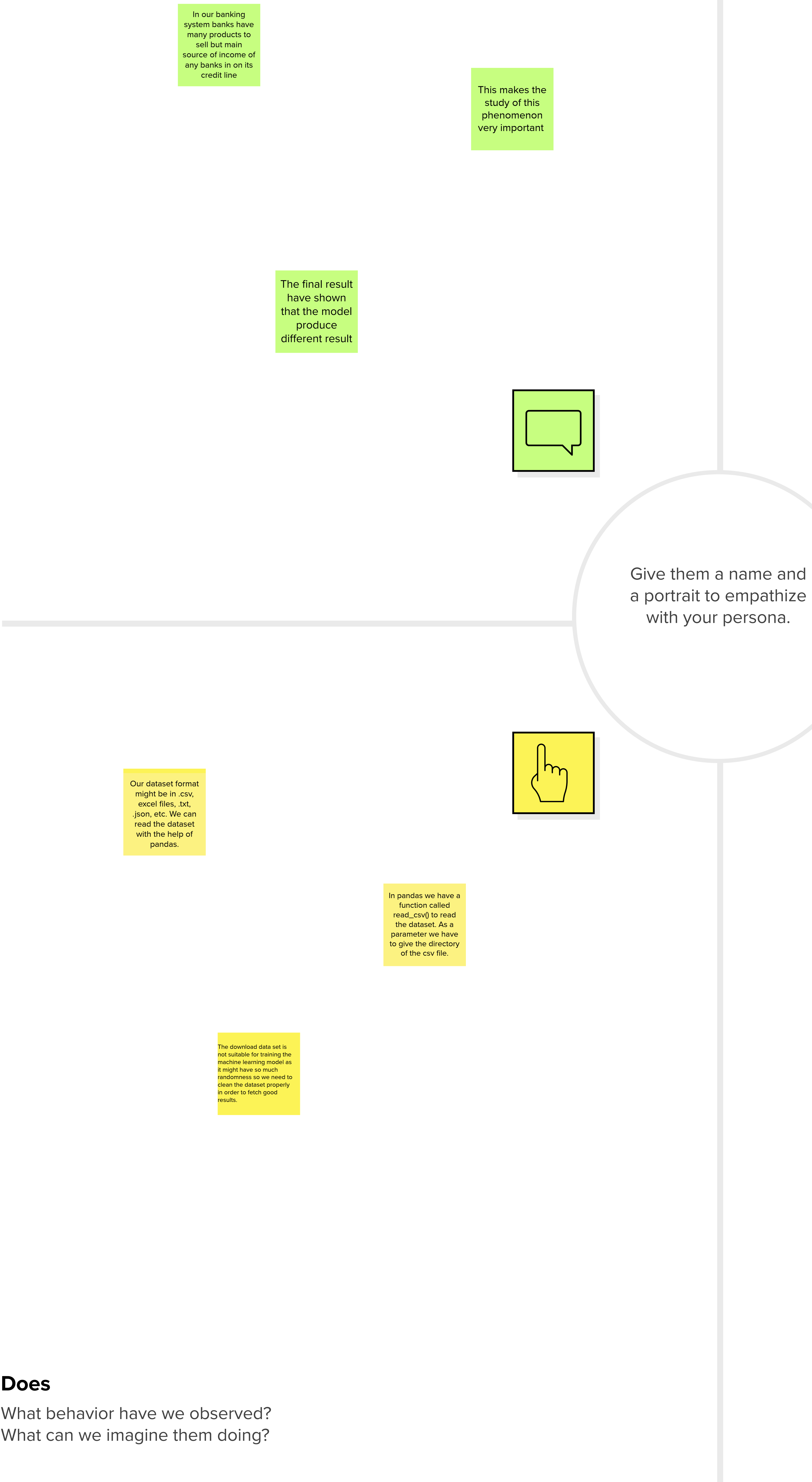


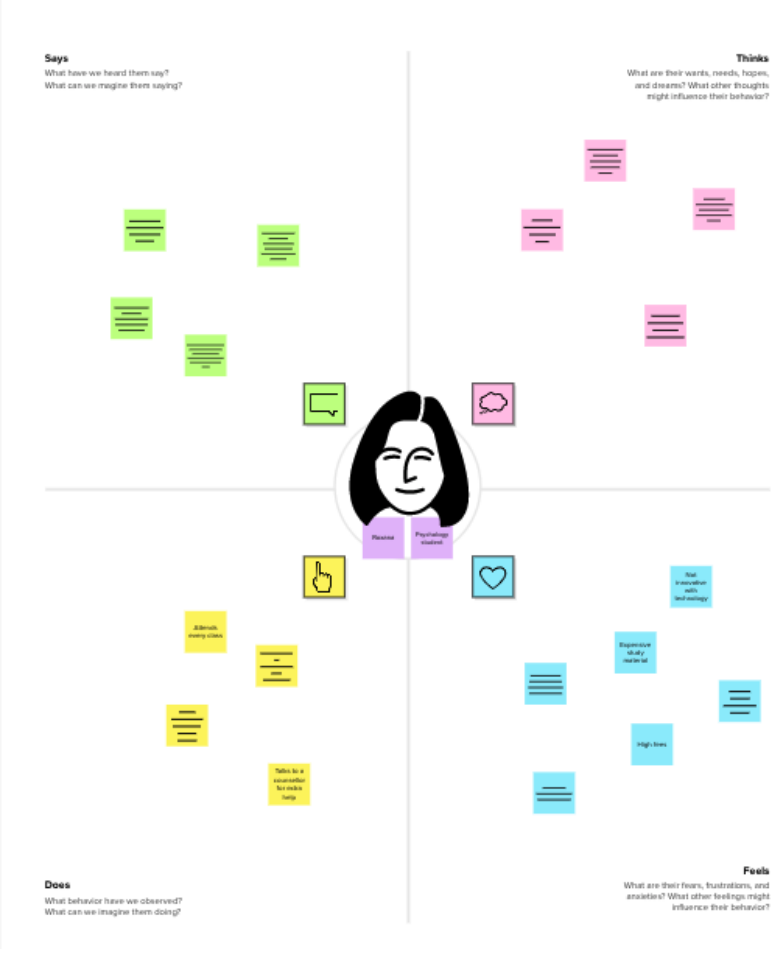
Says

What have we heard them say?
What can we magine them saying?



Does

What behavior have we observed?
What can we imagine them doing?



inspiration?

See a finished version of this template to kickstart your work.

Open example →



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

