

NAME:
TAGLINE:

4

DETAILS
(CONTEXT, DEMOGRAPHIC INFO, AGE, GENDER, BACKSTORY, ETC)

1

PAIN POINTS
OR FRUSTRATIONS WITH HOW THINGS ARE BEING DONE TODAY

2

GOALS
OBJECTIVES, MOTIVATIONS OR KPI'S

3

PROJECT: _____

AUTHOR: _____

DATE: _____

EMAIL: _____



This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.
To view a copy of this license, visit: <https://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

