

PERSONA

Define who you are solving for by gathering information about users' needs, experiences, behaviors, and goals.

USER REQUIREMENTS:

I want to

describe the primary goal of the user

Because

describe the users' intention

But

describe the primary barrier the user faces

WORKSPACE:

Metrics for success

How does the user define success?

Current perspectives

How does the user describe their current experience?

Barriers and constraints

What is in the way of the user reaching their goal?

Beliefs and behaviors

What is driving the users' goals and constraints?

