

Team name

What do they think & feel?

What really matters to them?
What are their dreams?
What do they worry about?

What do they see?

What is their environment?
What kind of offers are they exposed to?
What problems do they face?

Who is your first customer?

This could be a stakeholder / buyer /
end user

Problem statement

How might we...

What do they hear?

Where do their friends and family tell them?
What do they hear in their work environment?
Who are their main influencers?

What do they say & do?

How do they behave in public?
Do they influence anyone?
What do they say to people?
What compels them to take action?