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?