Vame			

Age \_\_\_\_\_

Job \_\_\_\_\_

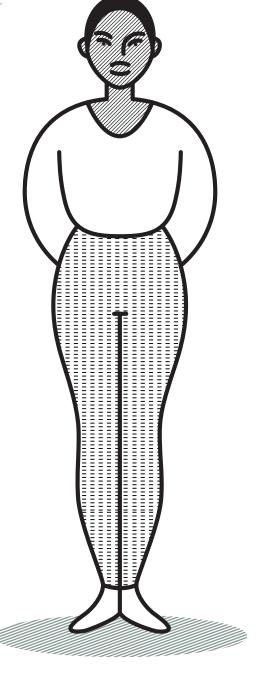
Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



for the person?



4. Why isn't it happening today?



N I		
Name.		

Age \_\_\_\_\_

Job

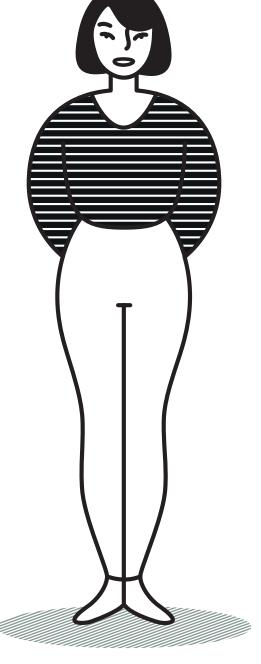
Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person?
Needs and changes in the persons action / attitudes / emotions?



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4. Why isn't it happening today?



Name\_\_\_\_\_

Age \_\_\_\_\_

Job \_\_\_\_\_

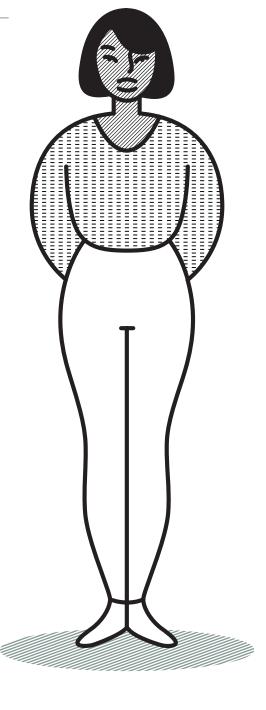
Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



for the person?

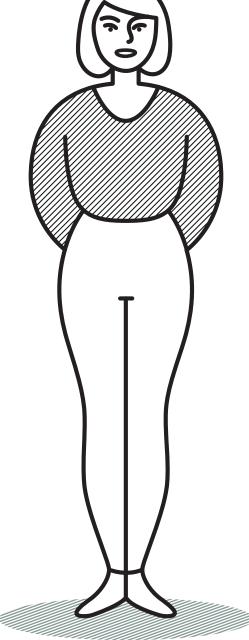


4. Why isn't it happening today?



# 1. Who do we want to influence? Name\_\_\_\_\_\_\_ Age \_\_\_\_\_\_ Job \_\_\_\_\_ Interests \_\_\_\_\_\_\_ Other insights \_\_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



4. Why isn't it happening today?



Name		

Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

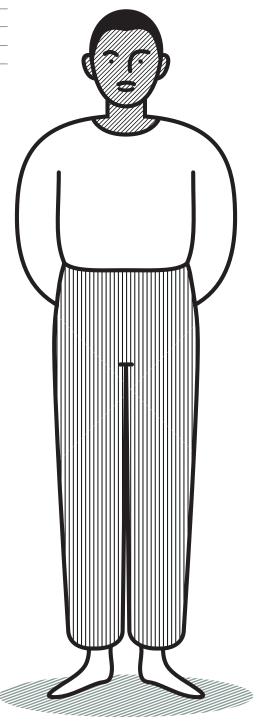
Other insights \_\_\_\_\_

3. Your assumptions about the person?

Needs and changes in the persons action / attitudes / emotions?



for the person?



4. Why isn't it happening today?



Name\_\_\_\_\_

Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

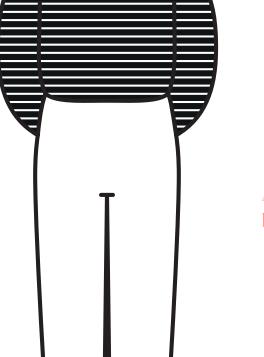
3. Your assumptions about the person?

the persons action / attitudes / emotions?

**Needs and changes in** 

2. What is

for the person?



4. Why isn't it happening today?



# 1. Who do we want to influence? 2. What is Name\_\_\_\_\_ for the person? Age \_\_\_\_\_ Job \_\_\_\_\_ Interests \_\_\_\_\_ Other insights \_\_\_\_\_ 3. Your assumptions 4. Why isn't it about the person? happening today? **Needs and changes in** the persons action /attitudes / emotions?



Name\_\_\_\_\_

Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

2. What is

for the person?

3. Your assumptions about the person? **Needs and changes in** the persons action / attitudes / emotions?



4. Why isn't it happening today?



## 1. Who do we want to influence? 2. What is

Name\_\_\_\_\_

for the person?

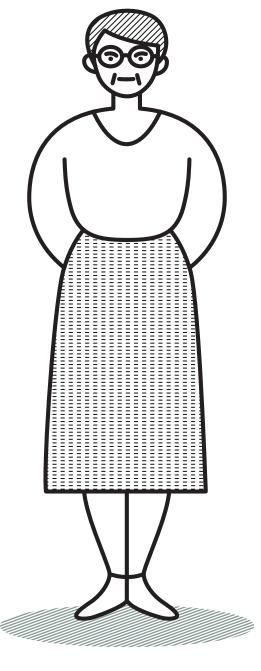
Age \_\_\_\_\_

Interests \_\_\_\_\_

Job \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



4. Why isn't it happening today?



_

Age \_\_\_\_\_

Joh

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



for the person?

4. Why isn't it happening today?



Method

Who is your user? - A4

1. Who do we want to influence?	2. What is
Name	for the person?
Age	for the person:
Job	
Interests	
Other insights	
3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?	4. Why isn't it happening today?



Name\_\_\_\_\_

Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person?
Needs and changes in the persons action / attitudes / emotions?



for the person?

4. Why isn't it happening today?



Name.		

Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person?
Needs and changes in the persons action / attitudes / emotions?



for the person?

2. What is

4. Why isn't it happening today?



Name.			

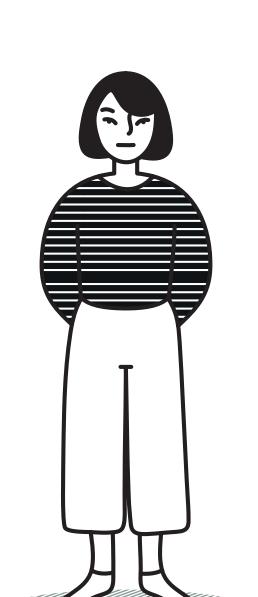
Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



2. What is

for the person?

4. Why isn't it happening today?



Name.			

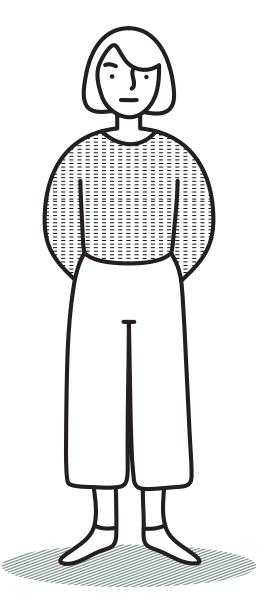
Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



2. What is

for the person?

4. Why isn't it happening today?



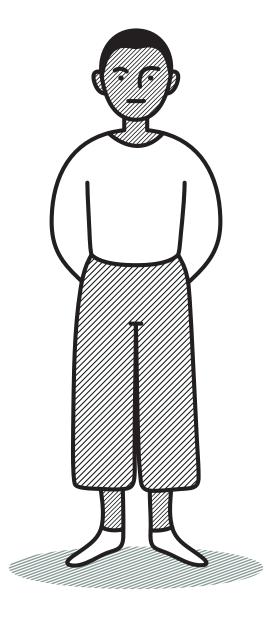
# 1. Who do we want to influence? Name\_\_\_\_\_ Age \_\_\_\_\_ for the person?

Other insights \_\_\_\_\_

Job \_\_\_\_\_

3. Your assumptions about the person?

Needs and changes in the persons action / attitudes / emotions?



4. Why isn't it happening today?



Name.			

Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

3. Your assumptions about the person? Needs and changes in the persons action / attitudes / emotions?



for the person?

4. Why isn't it happening today?



Name.			_

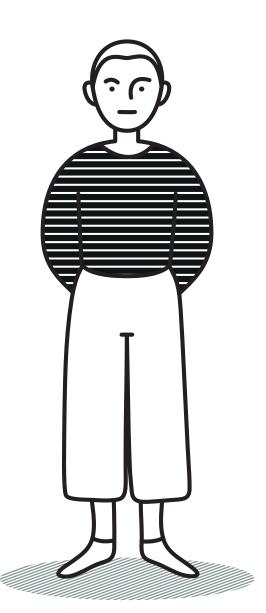
Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

Other insights \_\_\_\_\_

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