






Insight

Our understanding of customer motivations that will unlock a business opportunity.

| | Needs + other key findings: | Thinks and feels: | Surprised us: |
|--|-----------------------------|-------------------|---------------|
|  NAME: | | | |
|  NAME: | | | |
|  NAME: | | | |
|  NAME: | | | |
|  NAME: | | | |

Select the needs we want to meet to fulfil the business objective:

| | | |
|--------------------------|-------------------------|------------------------------|
| The user needs a way to: | It's important because: | Related emotions and values: |
|--------------------------|-------------------------|------------------------------|