



Assignment

www.womenconnect.org

Facts

Provide factual information about your potential user (age, gender, job title, job category, place of work/residence...).

Pain Points

What pain points do your users suffer from (e.g. loss of time during journeys, not knowing which public transport to take, lack of information about streets blocked by roadworks, etc.)?

Behaviors

List your user's typical behavior (What does he or she own? Example: He subscribes to service X, owns a car, a powerful smartphone etc.)

Goals

What goals is your user trying to achieve? (They want to save time, arrive ¼ ahead of time for appointments etc...)

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How might we?
.....
problem to solve

.....
For?
.....

target

.....
In order to?
.....

results