

## Tasks

What is this person trying to complete?  
What information does this person need?

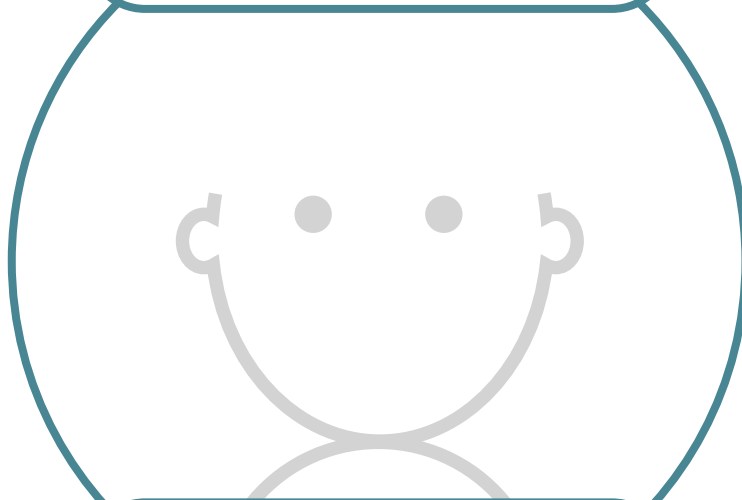
## Feelings

How is this person feeling? What really matters to them?

## Influences

What people, things or places could influence how this person acts?

Scenario:



Name:

## Pain Points

What difficulties will this person face?

## Goals

What motivates this person to complete their Tasks? How might they measure success?