

INTERVIEW TECHNIQUE / FORMAT

1. Ask about user's **best** experience when they were _____.
(example: traveling or using app XYZ)

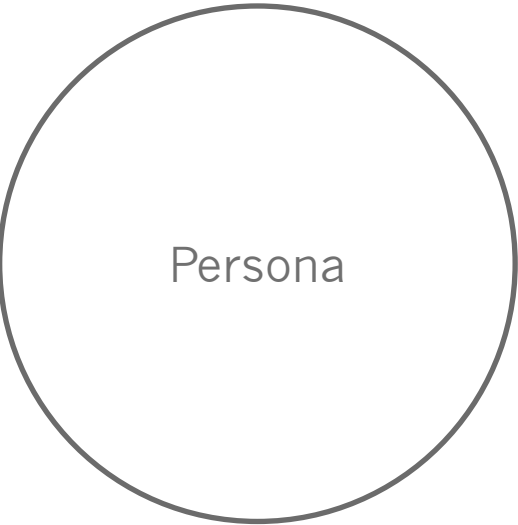
NOTES

2. User's **worst** experience when they were using the same service/company as above.

NOTES

3. Read your notes above and transfer relevant info (behaviors, painpoints, goals) to the Persona worksheet (next page 4).

PERSONA #



Name _____ Age _____ Gender _____

Archetype (Short personality based description or “Tagline”) _____

Favorite Apps (Competitors?) _____

Devices (Ex: Mac, Windows, Android, iPhone. Desktop or Laptop or Tablet.) _____

Income \$ _____

BEHAVIORS (Ex: Likes to Jog)

- 1.)

- 2.)

- 3.)

PAINS / PROBLEMS (Ex: Shoes hurt feet)

- 1.)

- 2.)

- 3.)

GAINS / GOALS (Ex: Find shoes that don’t hurt feet)

- 1.)

- 2.)

- 3.)

PROJECT _____

EMPATHY MAP#

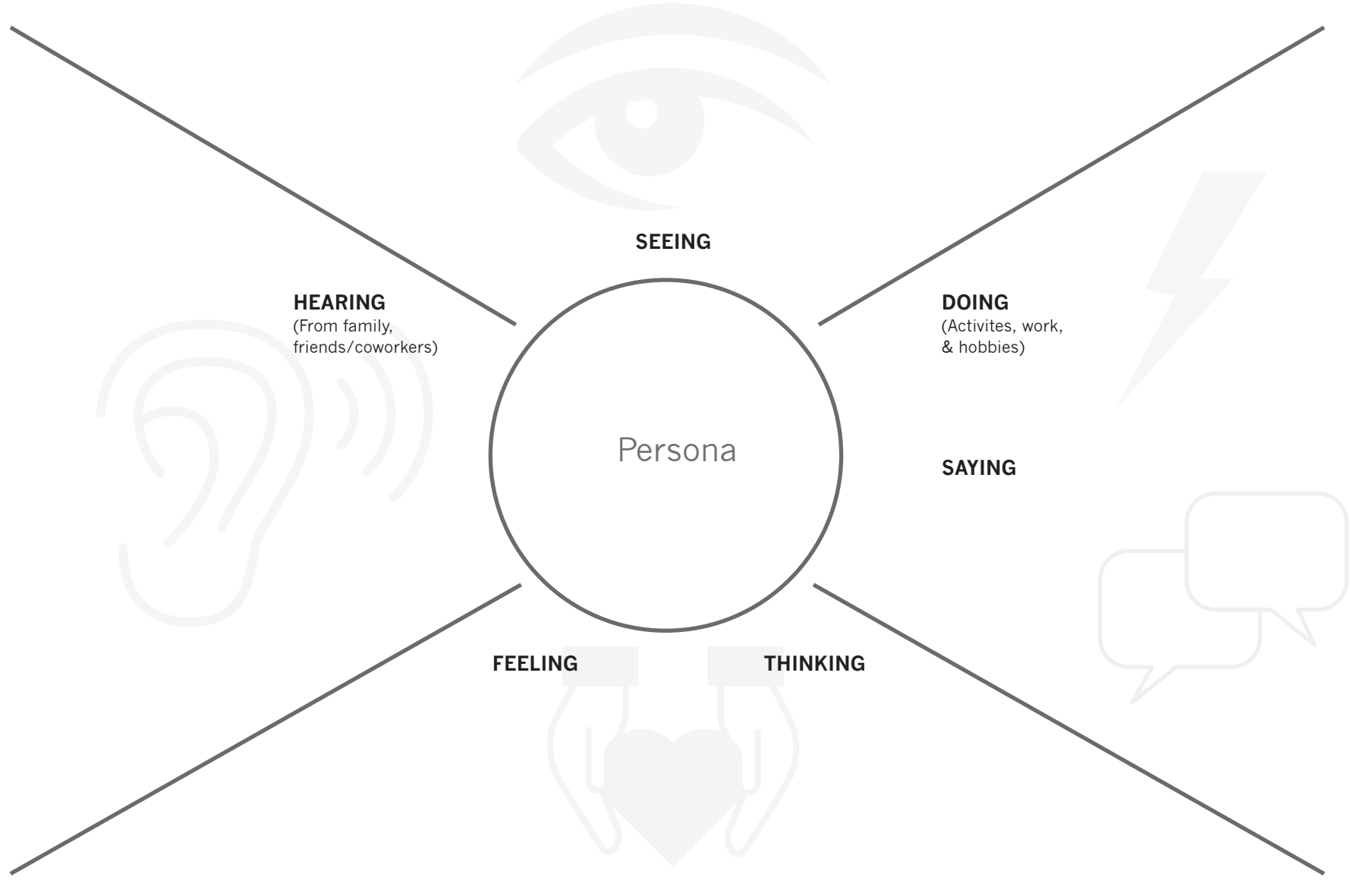


EXPERIENCES IN DAILY LIFE

Name

Archetype

(Copy from Persona)



PAINS (Review, copy and revise if needed from Personas)

GAINS

PROJECT

BUSINESS CANVAS STEP 1 (Think, collaborate, and write down)

A. PROBLEMS

Describe top 3 “problems”/pains of customers

1.)

2.)

3.)

B. CUSTOMER SEGMENTS

Target customers (Personas)

C. UNIQUE VALUE PROPOSITION

Single,clear, compelling message stating why you are different and worth buying.

1.)

2.)

3.)

D. CHANNELS

Paths to customers (“distribution”)

1.)

2.)

3.)

E. COST STRUCTURE

What are your expenses? Web hosting, designers, and developers resources etc.

F. REVENUE STREAMS

Revenue Model, Margins

G. SOLUTIONS

Top 3 “Features”

H. UNFAIR ADVANTAGE Can’t be easily bought or copied aka “Secret Sauce”

I. KEY METRICS How do you measure success? Visitors, Revenue, Users over X amount of time.

PROJECT

BUSINESS CANVAS STEP 2

(Transfer and confirm from Step 1)

PROBLEMS	SOLUTIONS	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
	KEY METRICS		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	

PROJECT.....

USER STORY# []

OVERALL

I (as a archetype group: _____),

want to be able to _____,

because _____

Example: "Soccer Mom" or parent with a child playing soccer

Ex: get soccer game schedules quickly (Note: Keep these as short as possible)

Ex: I want to save time and not forget to take my kids to a game. (Reason/rationale)

NEXT BREAK DOWN THE ACTUAL STEPS IN THE TASKS REQUIRED.

Example Overall task: "As a user I want to create a new account."

Example of how it would break down:

1. As a user I want to type in a new username.	3. As a user I want to re-enter my password to verify it.
2. As a user I want to enter a password.	4. As a user I want to submit this information and create an account.

BREAKDOWN (SEE EXAMPLES ABOVE)

As a user I want to _____

As a user I want to _____

As a user I want to _____

As a user I want to _____

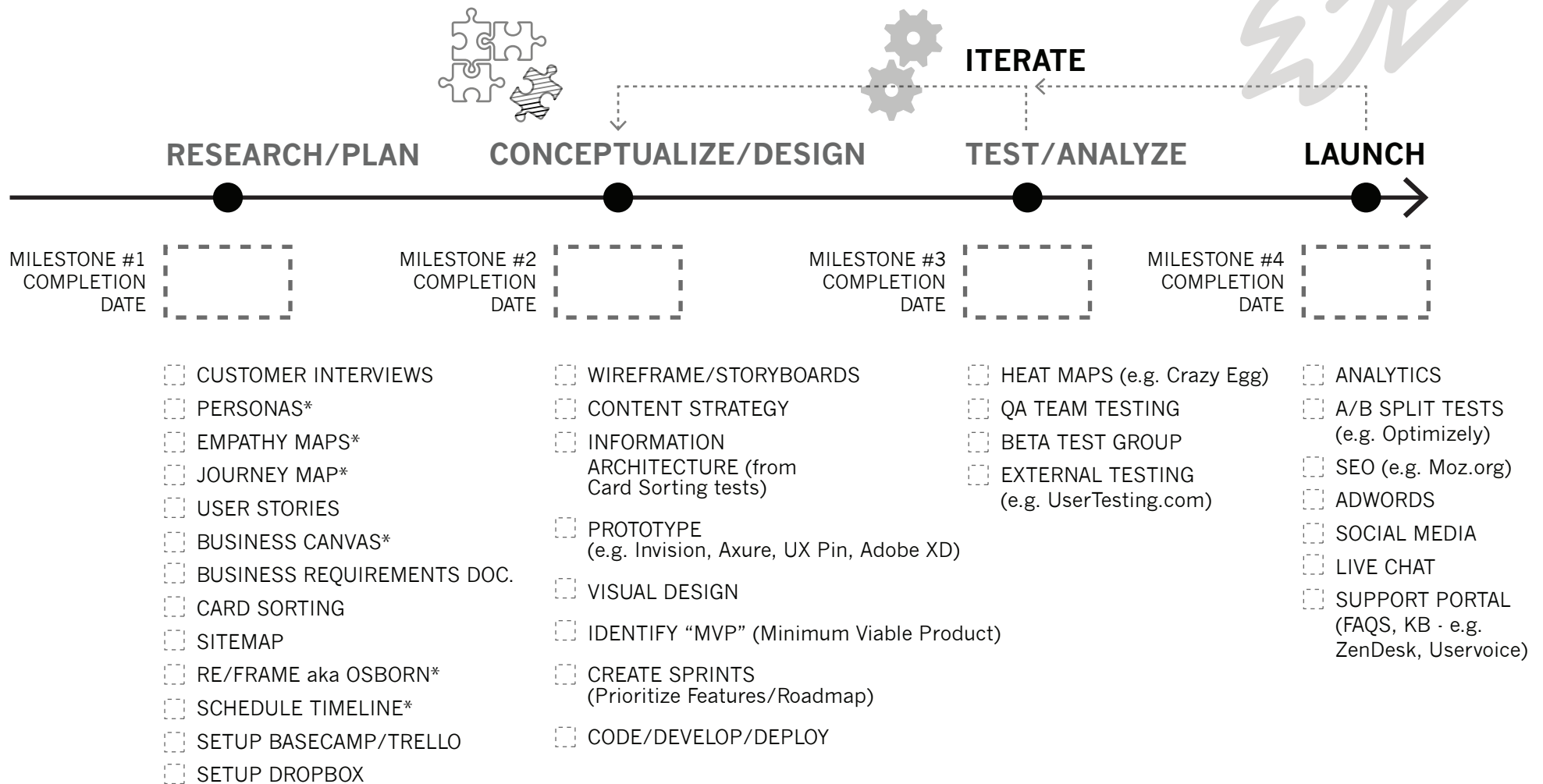
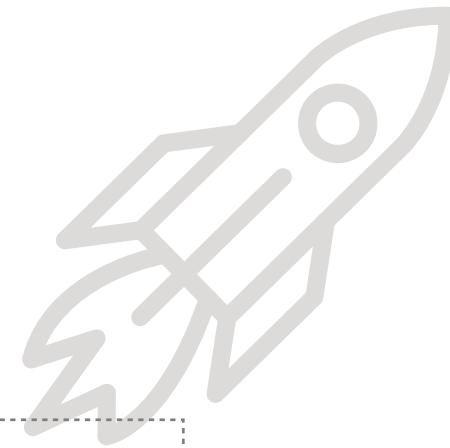
As a user I want to _____

As a user I want to _____

TIME LINE Get your website or app launched (+ Resources)!

(*INCLUDED IN THIS KIT)

Some tasks maynot be alwaysin linear top to bottom format.Not all teams will use every method below.



NOTES

PROJECT