Empathize. What have other people experienced? What's important to them?

INTERVIEW #1: _____
name

INTERVIEW #2: _____
name

Distill down your findings. What's the actual problem people are facing?

What are people trying to do? What are their goals?

What do you think is motivating them?

Define the problem, not the solution.

_____ need a way to

users

do _____

user need

because _____

insight

_____.

Generate ideas. Sketch six fantastic ways to meet your users' needs.