

Overall Goal

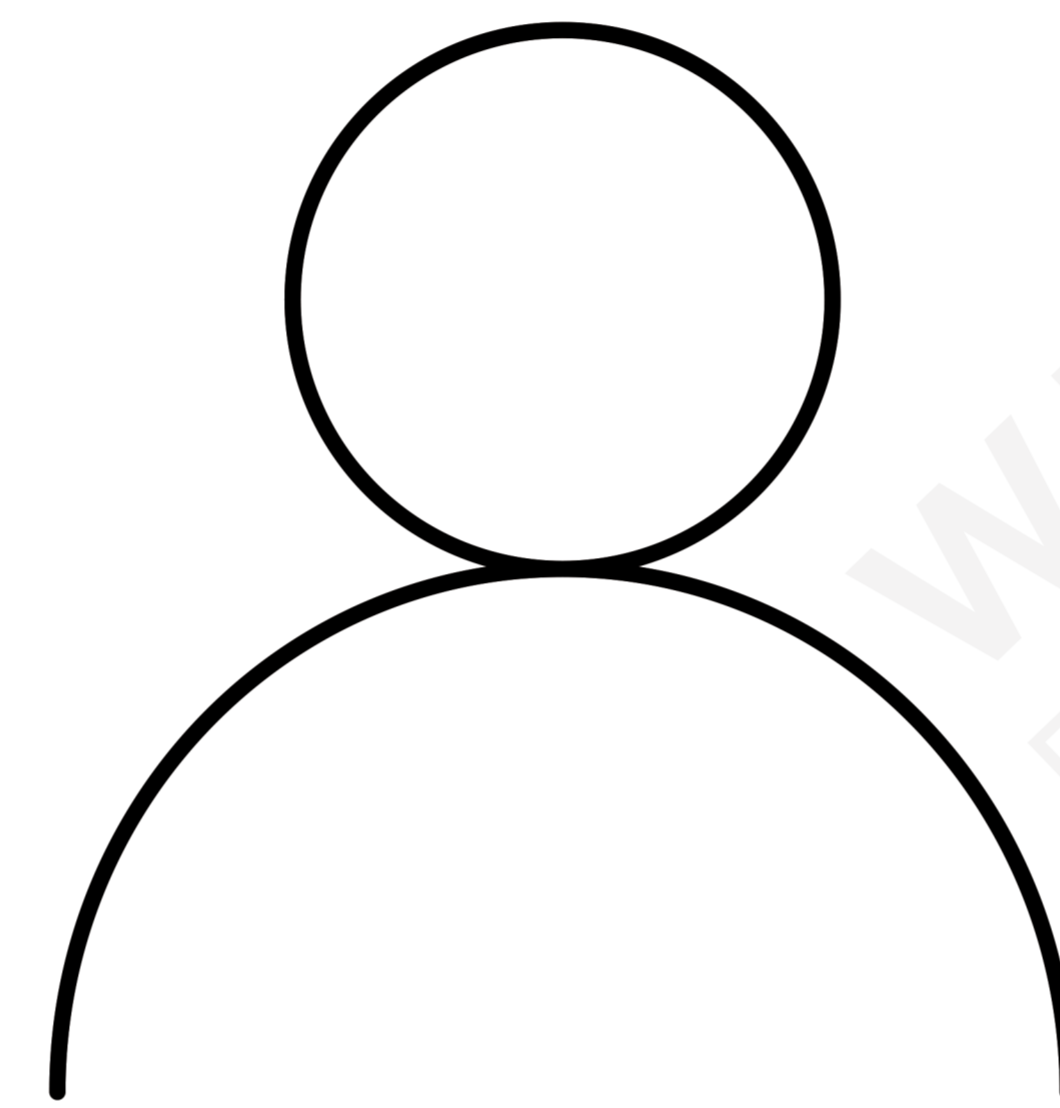
What is the users ultimate goal?
What are they trying to achieve?

Tasks

What tasks are the users trying to complete?
What questions do they need answered?

Influences

What people, things or places may influence how the user acts?



Gain

What really matters to them?

Pain

What pain points might the users be experiencing that they hope to overcome?