



PROTO PERSONA

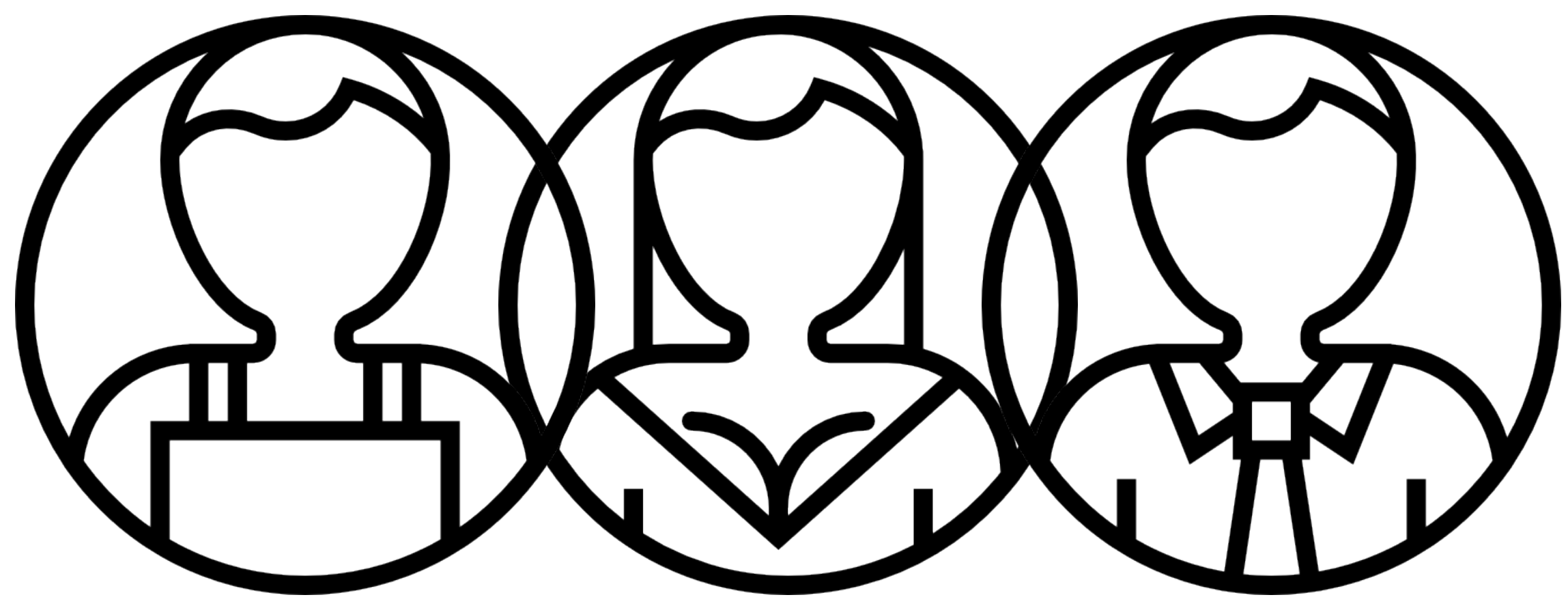
NAME

BEHAVIOURS

DEMOGRAPHICS

NEED/GOALS





USER PERSONA

NAME

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FRUSTRATIONS

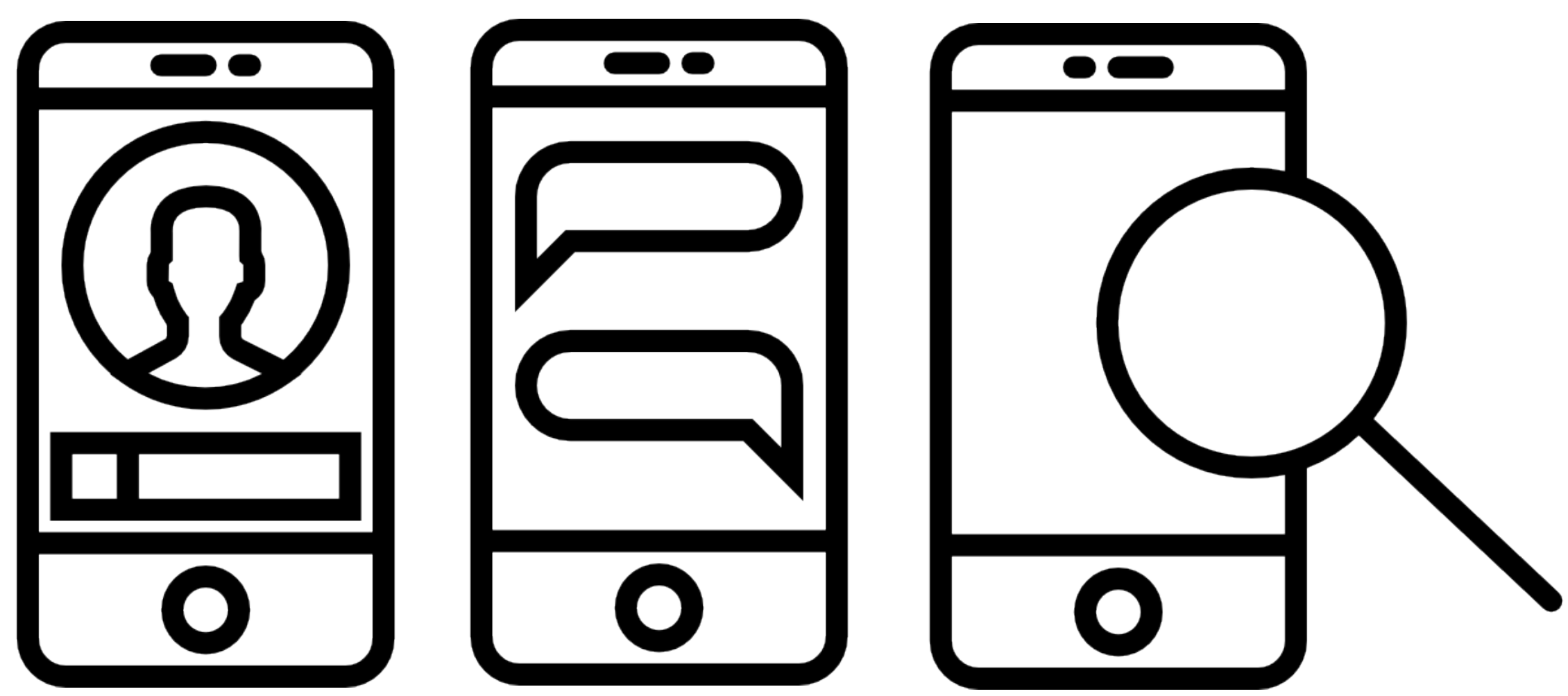
MOTIVATION

KEY INSIGHTS

QUOTE



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NARRATIVE INQUIRY

USER STORY

As a _____

I want to _____

so that _____

KEY INSIGHTS

because _____

but _____

FUTURE CONTEXT

When _____

USER SCENARIO

I want to _____

so that _____



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