WHAT IS OUR USER TRYING TO ACHIEVE?

_____ **NEEDS A WAY TOO** _____ **BECAUSE** _____
(USER)   (NEED)   (INSIGHT)

_____ **NEEDS A WAY TOO** _____ **BECAUSE** _____
(USER)   (NEED)   (INSIGHT)

_____ **NEEDS A WAY TOO** _____ **BECAUSE** _____
(USER)   (NEED)   (INSIGHT)

_____ **NEEDS A WAY TOO** _____ **BECAUSE** _____
(USER)   (NEED)   (INSIGHT)

Skills of the Modern Age

SoMA