




# Frame your design challenge




**Our target user is called** **Their age is**

 \_\_\_\_\_  \_\_\_\_\_

**We want to help them to**

 \_\_\_\_\_

**This is important because**

 \_\_\_\_\_

This creates clarity on who your target user is, and what you are trying to help them achieve through your design solution. Keep referring to it as you go.

