

Thinking & Feeling

*What are their major preoccupations, worries, and aspirations?
What are their hopes, dreams, fears?*

Seeing

What is their environment like?

Influences

What influences the person?

General Data

Who is this person?

Doing & Saying

What does this person spend time doing & saying?

Pain Points

*What are the person's frustrations?
What obstacles or challenges does the person have?*

Overall Goals

*What does the person want/need/hope to achieve?
How might they measure success?*