



persona name

Ouch! That hurts.

Oooh, I like that!

Pain point #1:

Benefit #1:

Pain point #2:

Benefit #2:

Pain point #3:

Benefit #3:

What brings me here? What's my motivation to learn?

What are the challenges I face to learning more about this topic?

If I were wildly successful, what would that look like?

What are the thoughts that keep me up at night?

What am I afraid to ask for fear of looking stupid?