

Problem Statement

I am

who wants to

_____,

but I don't

_____,

which leaves me feeling

_____.

Emotional User Card

As a

ROLE: _____

I am motivated by

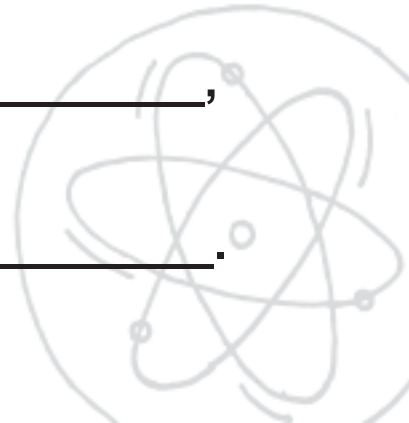
EMOTION: _____,

and I want to

TASK: _____,

so that

GOAL: _____.



What We Want to Learn

If we do _____

then _____ will happen.

Experiment

We will try _____

Whom _____

Where _____

Timing _____

Measurement

Where will we see change _____

What will we measure _____

Communicate

We'll share with _____

This often _____

