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What is your end user thinking and feeling? What really matters to them? What occupies their thinking? What worries and aspirations might they have?

What does your end user hear from people that influence them? Who influences them? What do they hear at work? What are the people around them saying on a regular basis?

**End User/
Archetype**

What does a day in the life of your end user look like? What do they see? What things in their environment influence them? What competitors do they interact with? What do they see other people doing? What might they see on social media/the news?

What is your end user saying and doing? What persona do they give off to the outside world? What is their attitude? How do they behave in public? How do they behave toward others? How might they want people to perceive them and why?

Wants

Needs

Measures of Success

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Fears

Frustrations

Obstacles

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