



Martha, 40 yo citizen of Munich  
(opt. 2 children/pupils)

## TASKS

What tasks are users trying to complete? What questions do they need answered?

## FEELINGS

How is the user feeling about the experience? What really matters to them?

## INFLUENCES

What people, things or places may influence how the user acts?

## PAIN POINTS

What pain points might the user be experiencing that they hope to overcome?

## OVERALL GOAL

What is the users ultimate goal? What are they trying to achieve?

