

Narrow down your **scope**

1 Stakeholder Group

2 mins

Write out the user group that you identified during the EMPATHY phase.

2 Challenge POV

2 mins

Write out the Challenge Statement that you outlined in the DEFINE phase.

Map your **insights**

3 What did you hear from users in your interviews?

25 mins

Stages	Awareness	Consideration	Decision	Post-Experience
Touchpoints				
The User's Experience				
Feeling	 			