

# What Are We Trying to Solve For?

(Define by device and where/when the experience will take place)

Ex: A user aged 55 with arthritis wants to shop for her grandkids birthday presents, share ideas with their parents, and purchase on a desktop for security.

User needs a way to do....\_\_\_\_\_ because\_\_\_\_\_

tadpull grow & convert

**Say**

**Think**

**Do**

**Feel**