

Feedback Board

Audience

Keep here the demographic data you are using.

Your interviewees:

name, age, profession, etc

What are the objectives?

Define what or why people are doing what they do.

Goals

Quotes:

What is happening?

Identify issues or reasons that are stopping people.

Pain Points

Quotes:

What would you do?

Ask people how they would tackle their problems.

Ideas

Quotes: