



What is their role? What is their job title?
 What situation are they in?
 What makes them successful?

WHO

What is their past? What have they experienced?
 What do they see in their (immediate) environment?
 What job(s) are they trying to get done?

PAIN

What are their fears, frustrations, anxieties?
 What are their biggest pain points?



GAIN

What are their wants, needs, hopes
 aspirations, dreams?

PRACTICE YOUR DRAWINGS



*Try to visually represent some of your contributions
 Try to capture their essence by minimizing the number of strokes*



VALUABLE CONTRIBUTIONS

What could you bring with?

Gifts

What might they perceive as valuable contributions?

Co-creation building blocks

What might help extend discussions? What might help trigger creativity?

