

## FRUSTRATIONS

(What concerns or annoys them?)

## NEEDS & EXPECTATIONS

**NAME:**

**AGE:**

**JOB:**

“

”

## CAPABILITIES

(Is he/she hard of hearing? Long-sighted?  
Short-term Memory? Language Barrier? ... )

## PREFERENCES & MOTIVATIONS

## BACKGROUND

(Tell us a bit more about their lives..)

SERVICE DESIGN LAB