

# SEE FEEL THINK DO

## Problem Scenario

- What are the fundamental jobs that need doing?
- Needs that want fulfilling?

## Alternatives

- How is the user doing that today?
- How is that working?

## Your Value Propositions

- What are we creating that's better?
- How? Why?



Persona

# See Feel Think Do

**De Pelsmacker, Patrick**



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