



PROJECT TITLE

NAME

DATE

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User: *Identify the user, based on the target user group.*

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2 Context: *Describe context or situation in which the problem exists*

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3 Problem: *Describe an incident or condition that motivates the use of the solution.*

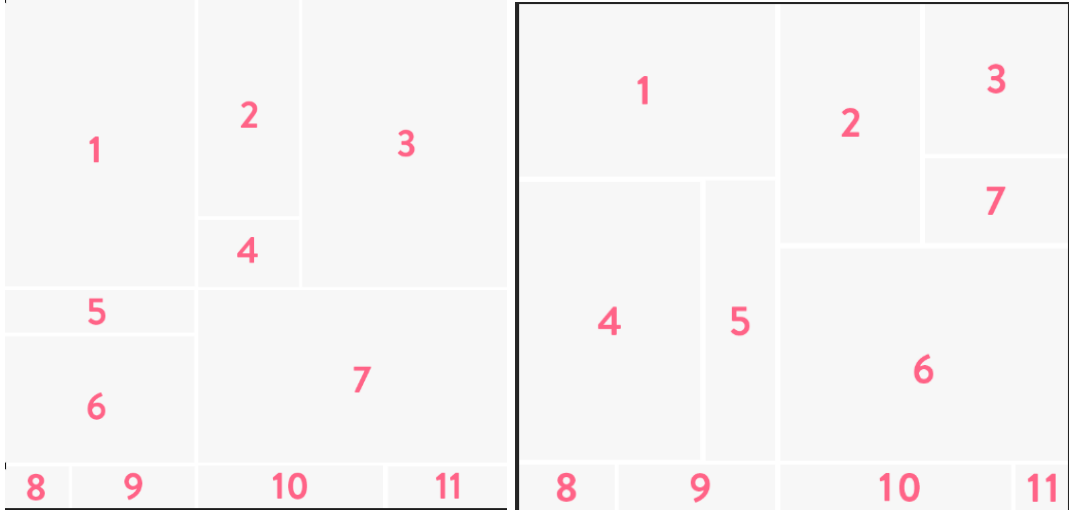
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4 Solution: *Show how they access and use the solution to address their need.*

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5 Outcome: *Describe the outcome of the situation – the payoff, the problem solved, and the happy user.*

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