

**WHAT ANNOYS ME:**

**WHAT I WISH:**

**NAME:**

**AGE:**

**PROFESSION:**

**INCOME:**

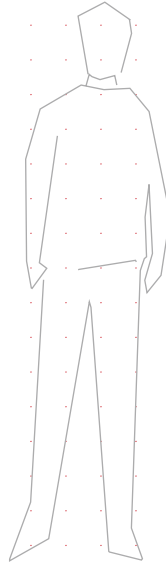
**MARITAL STATUS:**

**PLACE OF RESIDENCE:**

**HOBBIES:**

**FAVORITE BRANDS:**

**WHAT I LIKE:**



**FORMULATION OF THE PROBLEM FROM THE PERSON'S PERSPECTIVE:**

**IN WHICH SITUATION DOES THE PROBLEM OCCUR?**

**HOW DOES THE PERSON CURRENTLY SOLVE THE PROBLEM?**

**WHY IS THE CURRENT SOLUTION NOT IDEAL FOR THE PERSON?**