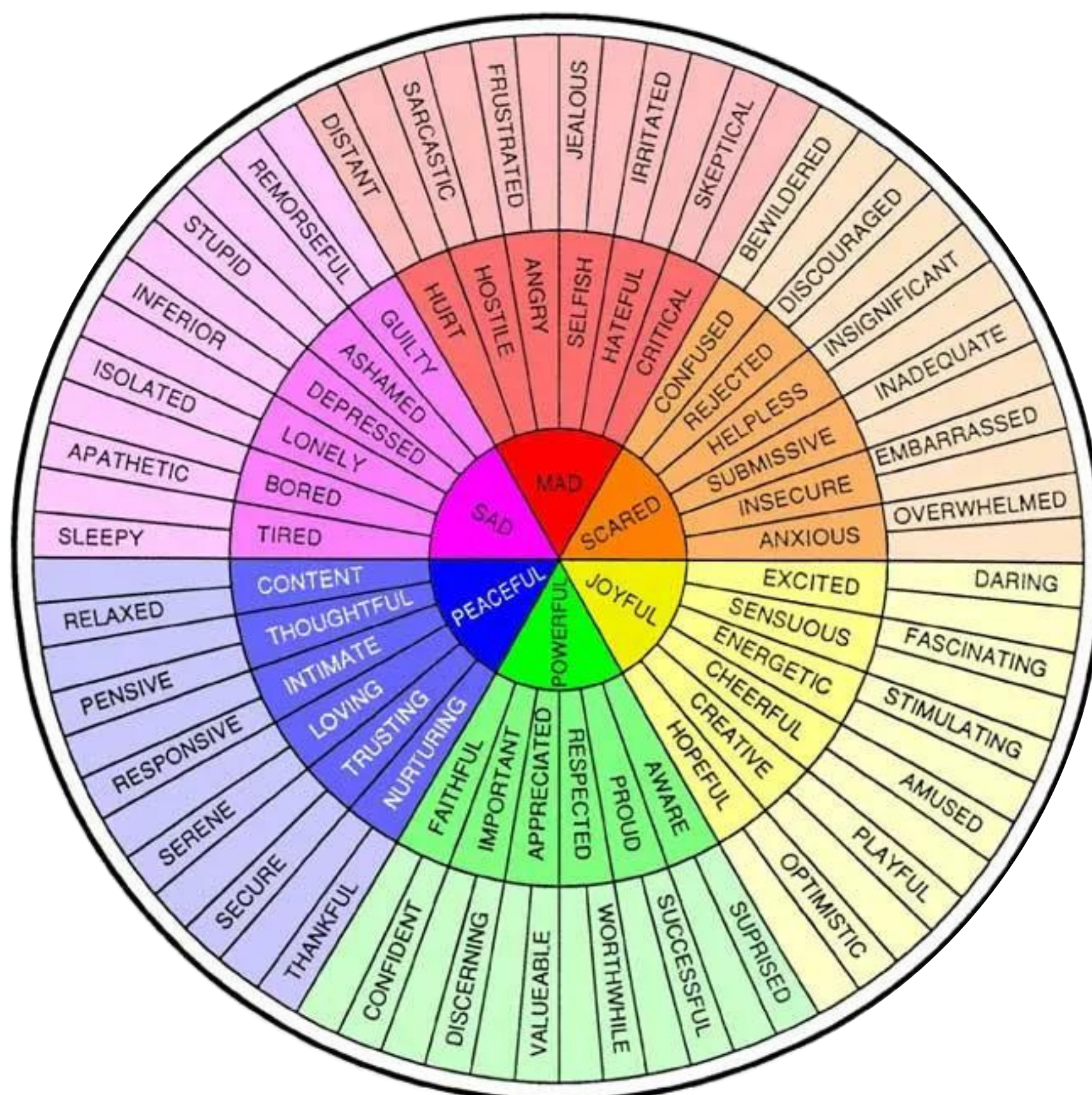


5 KEY QUESTIONS

To Understanding Customers

1. **I AM:** *(What type of customer are they?)*
2. **TRYING TO:** *(What is the customer trying to do?)*
3. **BUT:** *(What is getting in their way?)*
4. **RESULTING IN:** *(What is the result of the barrier?)*
5. **WHICH MAKES ME FEEL:** *(Use feelings wheel)*

Feelings Wheel





5 KEY QUESTIONS

To Understanding Customers

1. I AM:

2. TRYING TO:

3. BUT:

4. RESULTING IN:

5. WHICH MAKES ME FEEL:

FEELINGS WHEEL

