

## Intro: User Needs (1/2)

DO

Actions users take when interacting with a product or system

APPEAL

Attractive and compelling features of a product that entice users

PAIN POINTS

Challenges, frustrations, and obstacles faced by users using a product

WANTS

Specific desires, preferences, and expectations of users for a product

NEEDS

After organizing data as above, needs are derived based on themes · affinities  
— Needs are what users truly need, not just what they say they want

PAIN POINTS

APPEAL

WANTS

NEEDS

