

# Use case

## Customising Features (1/3)

This tool helps you form a low resolution persona for this use case so you can customise the features of the service to help them and evaluate how effective the service could be for them.  
Use one set of Use Case tools for each key persona.

Add a photo here

**Problems:**  
Describe the persona’s problems and how they are related to the main topic of your value proposition.

**Current practices:**  
Describe the persona’s current way of dealing with the problem and main topic of your value proposition.

**Objectives:**  
Give a summary of the persona’s goals related to the main topic of your value proposition.

**Details:**  
Name:  
Gender:  
Age:  
Location:  
Occupation:  
Key Attributes:

.....

Write a sentence describing their potential character:

**Customised features:**  
Describe tailored or new features of your service that could help this persona in tackling their problems.

1

2

3

4

# Use case

## Persona experience (2/3)

This tool helps you to empathise more with the persona by creating a narrative around their existing experience and their potential experience using your concept. Narrate the current experience based on the personas background (needs, problems and motivations) and narrate their potential service experience based on what might drive them to use it, the context of its usage and its impact.

Story title

**Introduction framing:**  
Briefly describe how the service could be introduced to the persona highlighting the features that are most important and the benefits that would mean the most to them.

**Current experience story:**  
Describe as a narrative summary the persons background, describing experiences of the problem and how they are currently managed by the person.

**Potential service experience story:**  
Describe as a narrative, how the persona would use the service with the features as defined in the previous tool. Explain what their motivations would be, how/where/when they might interact with the service and what the impacts might be.

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## Interactions (3/3)

This tool is used to imagine how the service would be tuned to this specific use case by asking you to detail the interactions which the persona would have with your service.  
Use one set of Use Case tools for each key persona.

**Phase title:**  
In which phase of their journey is this happening?

**User Interactions:**  
Briefly depict the story of a user’s experience engaging with the service at key stages.

**1**  
Sketch out the key interactions the user has in this step (it can be a digital interaction or physical)

**Description**  
Give a title and describe what's happening at this point

**2**  
Sketch out the key interactions the user has in this step (it can be a digital interaction or physical)

**Description**  
Give a title and describe what's happening at this point

**3**  
Sketch out the key interactions the user has in this step (it can be a digital interaction or physical)

**Description**  
Give a title and describe what's happening at this point