

Needs statements

Turn what you learned into statements a team can design against. Keep them specific: one person, one need, one benefit — and note the evidence behind each.

PROJECT	DRAWN FROM	NEXT	TEAM / DATE
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THE FORMULA

[A specific person] needs a way to [do something] so that [they get a benefit].

1	[who] needs a way to [do something] so that [benefit] .	EVIDENCE
2	[who] needs a way to [do something] so that [benefit] .	EVIDENCE
3	[who] needs a way to [do something] so that [benefit] .	EVIDENCE
4	[who] needs a way to [do something] so that [benefit] .	EVIDENCE
5	[who] needs a way to [do something] so that [benefit] .	EVIDENCE