Imagine that you are the CMO of your chosen company and wish to close the image-identity gap(s) through an upcoming product launch: BareSkin for Bare Escentuals and the Trout Lunar Vapor cleat for Nike. To ensure that the design and marketing of the brand is human-centered, you are charged with doing some research to reveal user insights. To start, identify someone in your life who is a potential user of the product you are launching (ie. someone who is in the target but not a current user group), and who would be available for a quick chat between 10:30AM-11:30AM, Monday (9/15). Ask them to set aside that timeframe for you to contact them via cellphone. **Complete before Tuesday, Day 2.**

**USER**

What is this user’s goals and motivations in general?

Are there any ways in which your new product might help them achieve their goals and motivations?
Insights: What is something surprising about your user’s experience and motivations? Was there anything surprising about how your new product might influence or affect your user’s goals and motivations?

Jot down some quotes that are particularly revealing about your user: