



## DESIGNING STORY IN A DIGITAL WORLD: Insight Brief

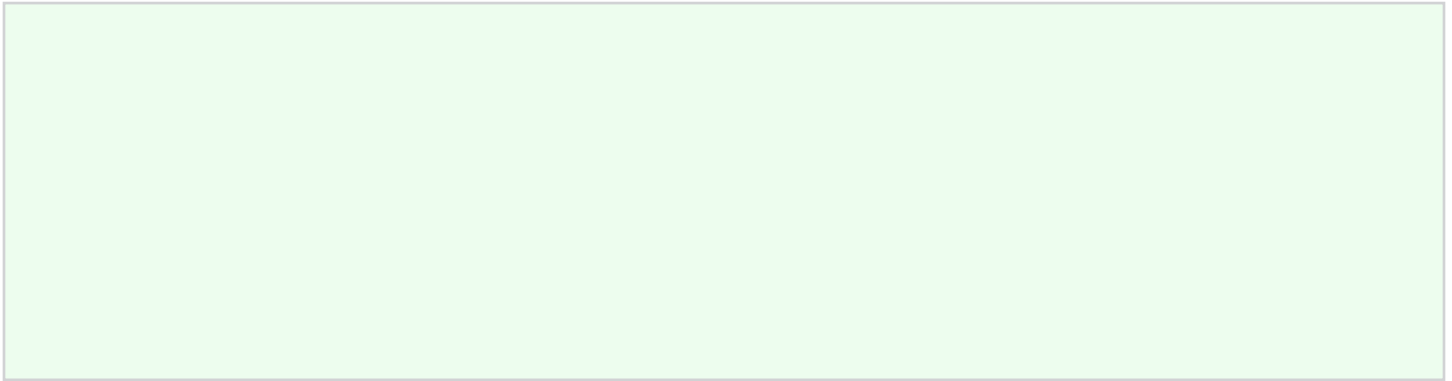
Imagine that you are the CMO of your chosen company and wish to close the image-identity gap(s) through an upcoming product launch: BareSkin for Bare Escentuals and the Trout Lunar Vapor cleat for Nike. To ensure that the design and marketing of the brand is human-centered, you are charged with doing 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?



## QUOTES

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

