

Step 4: Key Takeaways Template - Example

User: **Female, 23 years old**

1. Remember that Key Takeaways might include gaps in the user's experience or anything that resonates with you

- Doesn't have set routine in the morning but it does include showering, breakfast, getting dressed and getting things organized for work
- Feels stressed, rushed and chaotic in the morning
- Worried about forgetting things at home
- Enjoys eating nutritious breakfast, especially soft boiled eggs!
- Sometimes takes or eats breakfast at work
- Eggs are cold by the time she arrives at work
- Best part of morning is getting dressed
- Plans outfit while showering
- Takes more time to get dressed if she forgets that something she wants is dirty
- Occasionally forgets to set alarm and oversleeps, throws off routine
- Feels really bad if she's late for work, doesn't want to disappoint boss/team
- Wishes she had more time in the morning
- Tried setting alarm earlier but that solution doesn't work

2. Group your Key Takeaways in the space below.

- **Routines:**
 - Doesn't have set routine in the morning but it does include showering, breakfast, getting dressed and getting things organized for work
 - Sometimes takes or eats breakfast at work
 - Plans outfit while showering
 - Occasionally forgets to set alarm and oversleeps, throws off routine
 - Wishes she had more time in the morning
 - Tried setting alarm earlier but that solution doesn't work
- **Challenges/negatives:**
 - Feels stressed, rushed and chaotic in the morning
 - Worried about forgetting things at home
 - Eggs are cold by the time she arrives at work
 - Takes more time to get dressed if she forgets that something she wants is dirty
 - Feels really bad if she's late for work, doesn't want to disappoint boss/team
- **Motivations/loves!**
 - Enjoys eating nutritious breakfast, especially soft-boiled eggs!
 - Best part of morning is getting dressed

3. From your Key Takeaways, generate specific problems for your user. Highlight the problem that you will move forward with through the rest of the assignment.

- User feels rushed in the morning and doesn't have enough time
- User doesn't have a set morning routine
- User is worried she will forget things she needs for work
- User's food/eggs get cold on her way to work
- User wastes time if outfit isn't pre-planned
- User feels bad if she is late or unprepared for work

Problem statement: User's food gets cold on her way to work