


To help you think about the end user from day one

HOW IT WORKS Instead of Post-Its, use these user-focused idea cards to boost your brainstorming session!
Give each participant **at least 5 "In Their Shoes" cards.**





[IN THEIR SHOES]

ON BEHALF OF *name of your target* _____

I ESPECIALLY APPRECIATE

Name of proposed solution _____

WHAT I PROPOSE: *description of the solution* _____

THIS INNOVATION ALLOWS ME TO:

- *argument/benefit 1* _____
- _____
- *argument/benefit 2* _____
- _____
- _____

