

Situation (Time/Action/Context)

Describe the current situation and the behaviour. Capture the context and a simple observation of a given situation. Keep it very objective.

Example

I love to visit museums when I travel.
Unfortunately these are often the most
instagrammable places and the spots are totally
overcrowded.

Dilemma/Frustration

Describe the dilemma your character faces and articulate why this is a frustration.

Example

I'm unsure if I should take the stress during
my vacation with instagrammer and
sightseeers, although I always wanted to visit
the Rijksmuseum.

Desire/Solution

Envision the desired end-state and ideal situation and describe the tangible result.

Example

I wish the tours were regulated and I could see
in advance when there will be fewer visitors so
that I can make good use of my time and enjoy
the museum visit.