

<b>3. PROBLEMS</b> Briefly describe any hypothetical or existing problems that users would like to solve with your website users would like to solve with your website	<b>4. MOTIVATIONS</b> Briefly describe all the motivations or emotions that make your user contact and use your your user to contact and use your platform.	<b>1. BUSINESS</b> Briefly describe your business	<b>8. COMPETITIVE ADVANTAGES</b> Describe briefly the advantages of your website in comparison to your competitors.	<b>6. SOLUTIONS</b> Briefly describe the advantages of your website in comparison to your competitors.
	<b>5. FEARS</b> Briefly describe any fears, anxieties, discomforts or challenges that your user may face when starting to use your platform.	<b>2. USERS</b> Briefly describe your potential or existing users		
			<b>9. VALUE PROPOSAL</b> Describe briefly how your website or platform can solve the problems, needs or doubts that your user has, and what promise it should fulfill.	

Client:

User Experience