

KEY PAIN POINT IN CUSTOMER JOURNEY:	RELEVANT NEED STATE:
	<ul style="list-style-type: none"> <li><input type="radio"/> FINDING</li> <li><input type="radio"/> UNDERSTANDING</li> <li><input type="radio"/> APPLYING</li> <li><input type="radio"/> WHAT NEXT</li> <li><input type="radio"/> INTERACTING</li> <li><input type="radio"/> RECEIVING</li> </ul>

DESIGN PRINCIPLES (Most relevant to need state)	Draw or write 5-12 ways you can improve the customer experience using the Need State Cheat Sheets and Design Principles. Think about how you can work within or around constraints or whether the constraints need to change.		
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