

**WHEN...**  
Situation

**I WANT TO...**  
Motivation

**SO I CAN...**  
Expected outcome


**THE ADVANTAGE | EXPERIENCE**  
Wish / Accomplish



**RISKIEST ASSUMPTIONS**  
A candidate for the riskiest thing we believe is that...

**IT'S HARD BECAUSE**



# Job Story Board

Understand customer motivations, events and expectations.

**DATE**

**PROJECT**



realise your expectations  
**eluced.com**



Inspired by Alan Klement - [alanklement.blogspot.com](http://alanklement.blogspot.com) / Modified by [www.Eluced.com](http://www.Eluced.com)  
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