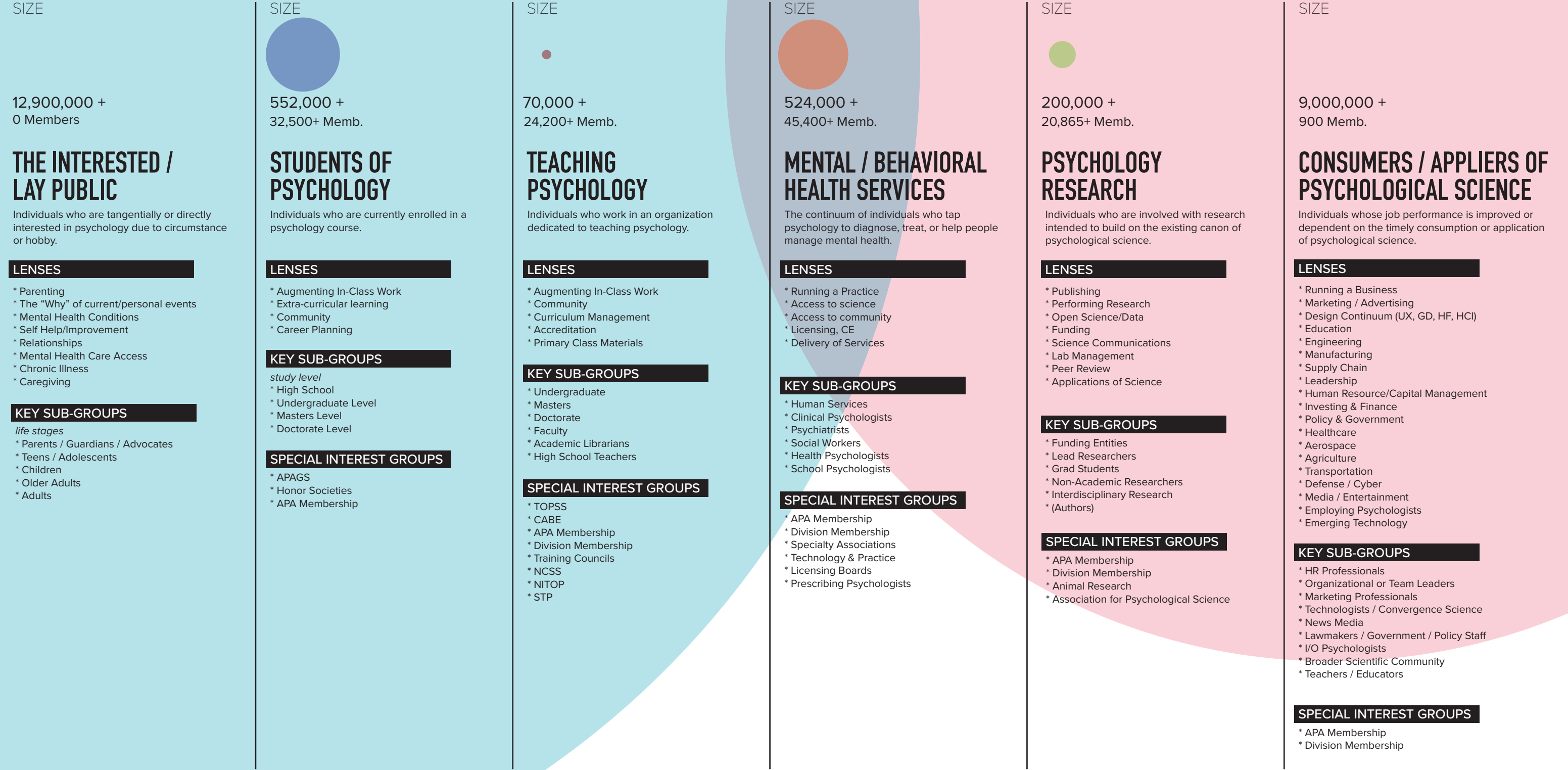


APA CUSTOMER SEGMENTS

Focused Efforts Maximize Impact



All Customers:

- * Interested in psychology / human behavior
- * Interest typically aligns with their profession or an event/situation in their personal/professional life
- * Believe that psychology can offer the “why” behind most behaviors or actions

BUILDING USER STORIES

“As a <role or persona>, I can <goal/need> so that <why>” (or)

“As a <particular class of user>, I want to <be able to perform/do something> so that <I get some form of value or benefit>”