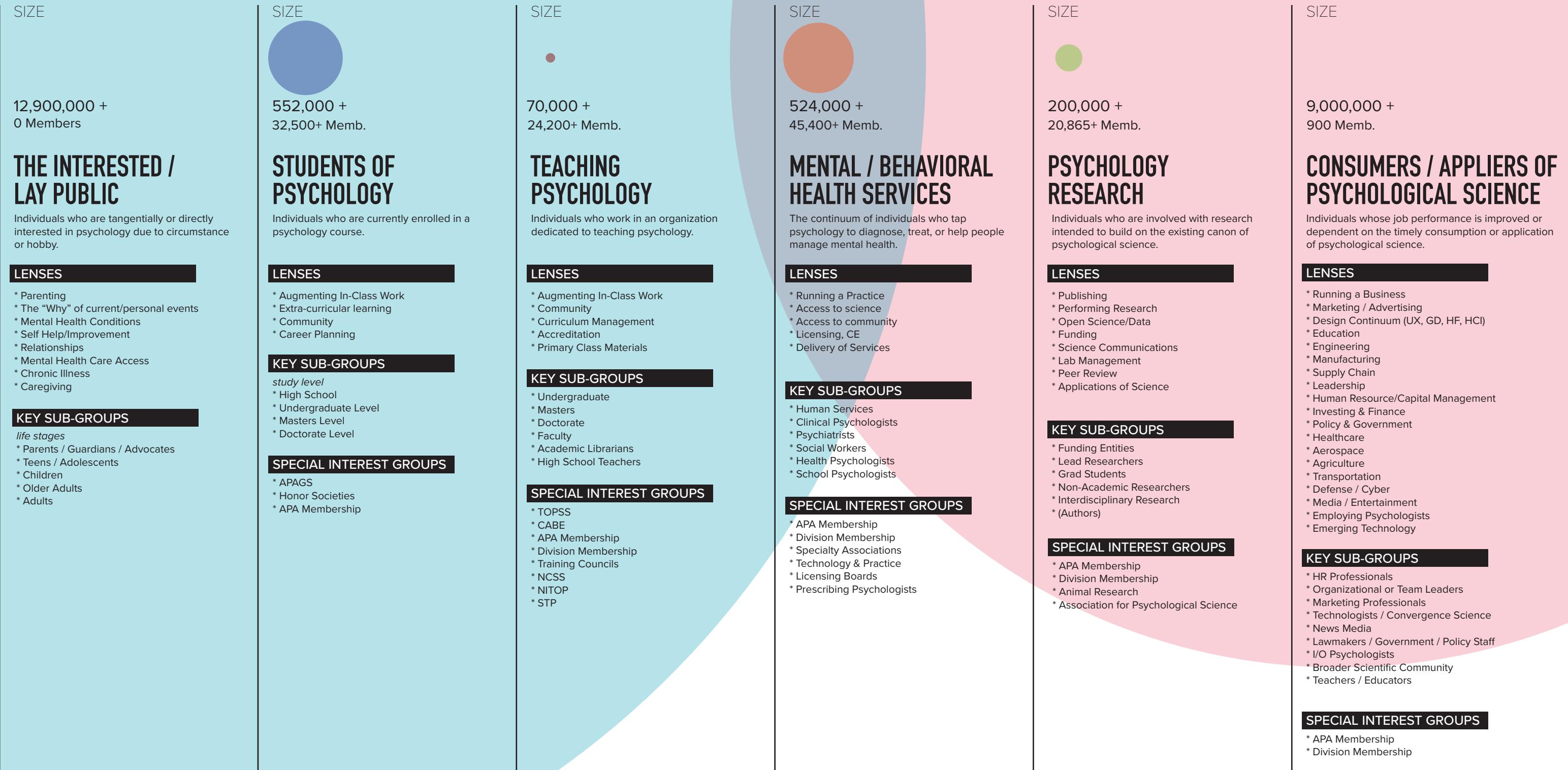


# APA CUSTOMER SEGMENTS

## 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>”

V1.13  
DRAFT