



|  |  |  |  |
| --- | --- | --- | --- |
| As a …**​**  (customer type)**​** | I want to…**​**  (describe need)**​** | So that…**​**  (describe value)**​** | and my expectations are… (how to measure) |
| ​ | ​ | ​ |  |
| ​ | ​ | ​ |  |
| ​ | ​ | ​ |  |
| ​ | ​ | ​ |  |
| ​ | ​ | ​ |  |