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