BARRIER IDENTIFICATION

Team:

What obstacles are your user or audience facing?

In the scenario you are exploring, what is stopping your user from carrying out the desired actions?

Why?

What is it about this/these obstacles that stopping your user?

How to use this tool:
Use this template to clearly define the barriers that your user or audience are facing. This tool is best used with:
Persona - Discussion Guide - Journey Map

Innovation Hub

St. Lawrence College