

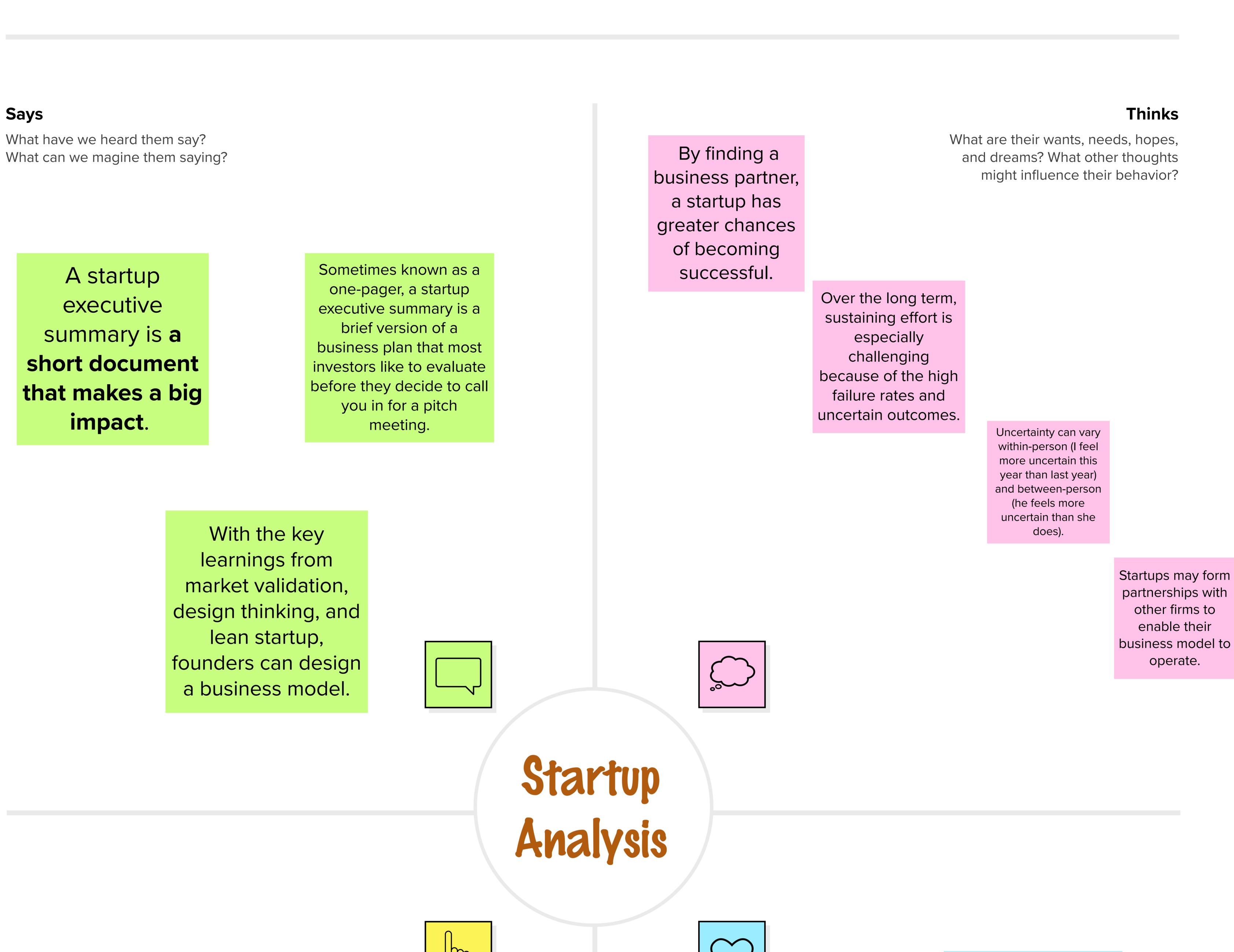
Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Startups typically begin by a founder (solo-founder) or co-founders who have a way to solve a problem.

Does

What behavior have we observed?

What can we imagine them doing?

Self-efficacy refers to the confidence an individual has to create a new business or startup. It has a strong relation with startup actions.

Sustaining effort is required as the startup process can take a long period of time, by one estimate, three years or longer (Carter et al., 1996; Reynolds & Miller, 1992).

A key principle of startup is to validate the market need before providing a customer-centric product or service to avoid business ideas with weak demand.

Lean startup is a clear set of principles to create and design startups under limited resources and tremendous uncertainty to build their ventures more flexibly and at a lower cost.

Market validation can be done in a number of ways, including surveys, cold calling, email responses, word of mouth or through sample research.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



