### Define

# **Empathy map**

An empathy map is a collaborative visualization that helped me articulate what I know about the user. It extended the knowledge about the user to create a shared understanding of consumer needs, and aid in decision making.

## Says

I am constantly fighting with myself, about what to do and what not to do, I know what should be done but end up procrastinating because of my mood swings and momentary feelings.

Consciously worried about missing cycles and facing panic attacks. Feeling mentally drained throughout the day, with overwhelmed emotions and self-doubts.

#### Thinks

Never being able to eat any food of her choice Thinks that close ones might not be able to understand.

Not being able to plan a trip or outing as she is concerned about surprise period attacks.

Not able to convey her feeling about mental health, anxiety and period cycles.

## Does

Try to avoid social appearance due to self-doubt and cancern about looks. Try to work out by themselves and follow a diet plan but end up losing track.

#### Feels

Anxious about themselves and feels negative about their mind and body. Emotional stuck. Selfblames and question if I am the only person getting affected by this condition.