

MILESTONE 1: Define Problem /Problem Understanding

- Specify the business problem
- Business requirements
- Literature Survey
- Business Impact

Empathy Map

Empathy map.pdf - Adobe Reader

File Edit View Window Help

Open | [Icons] | 1 / 1 | [Icons] | 10% | [Icons] | Tools | Fill & Sign | Comment

Sign In

Export PDF

Create PDF

Edit PDF

Send Files

Adobe Send

Send and track large files online.

Send File: + Add File

Empathy map.pdf

1 file / 25 KB

Create Link

Store Files

07 October 2023
Saturday

09:27 AM
07-10-2023

Says
What do we hear them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Does
What behavior have we observed?
What can we imagine them doing?

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

Unveiling Market Insight

See an example