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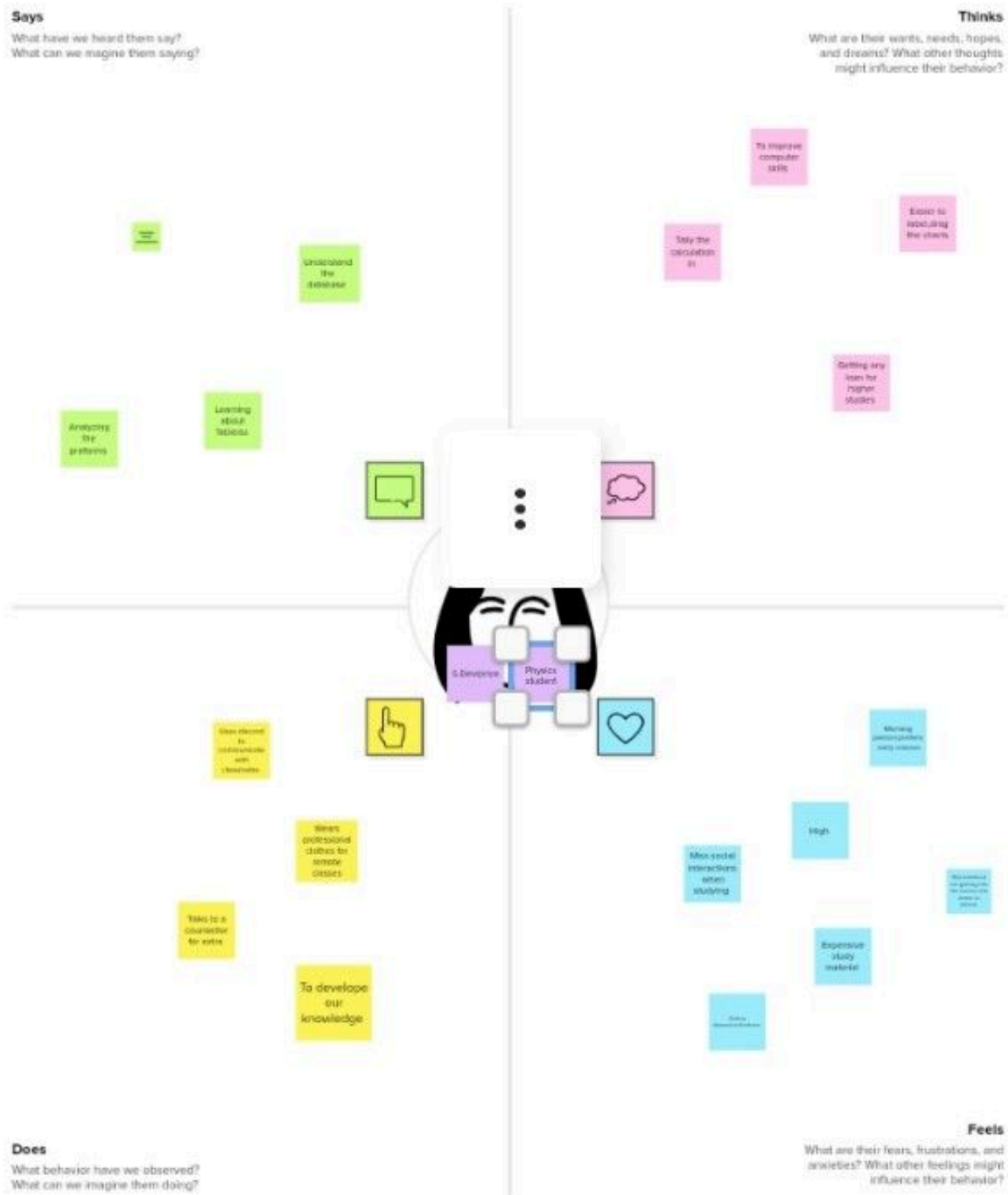
The information you add here should be representative of the observations and research you've done about your users.

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Says
What have we heard 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 anxieties? What other feelings might influence their behavior?

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 10 minutes