



Build empathy

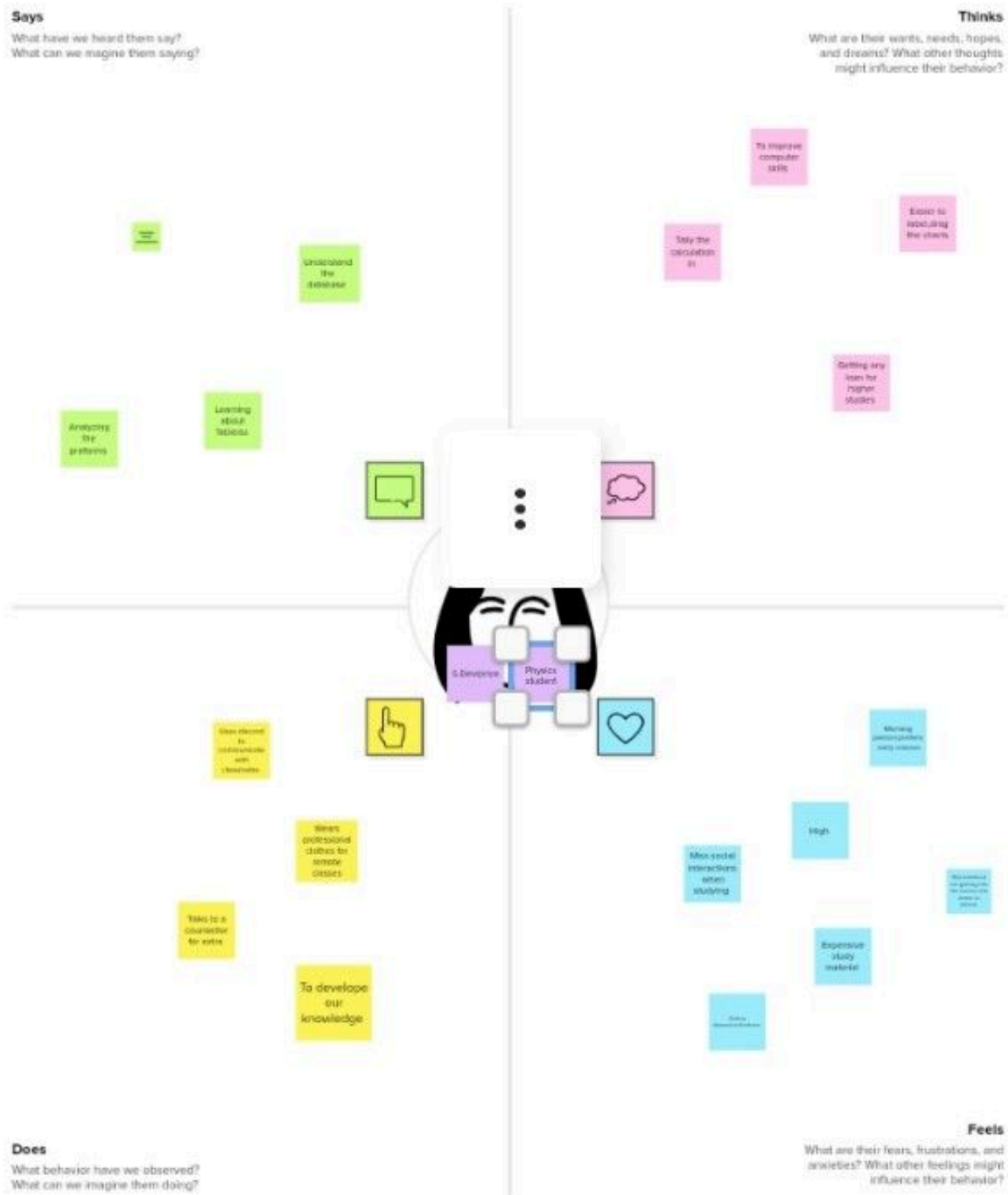
The information you add here should be representative of the observations and research you've done about your users.

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?

Workshop

2

Brainstorm

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

⌚ 10 minutes



Issues

Outdated and outdated	Outdated and outdated	Outdated and outdated
It can shape business processes	It can shape business processes	It can shape business processes

Phys

Let's think in numbers	Let's think in numbers	Let's think in numbers

Extr

Meet the market	Meet the market	Meet the market

Design

It's important to have a good design	It's important to have a good design	It's important to have a good design

Envoy

Let's think in numbers	Let's think in numbers	Let's think in numbers

Extr

Let's think in numbers	Let's think in numbers	Let's think in numbers

Extr

Let's think in numbers	Let's think in numbers	Let's think in numbers