



Says

What have we heard them say?
What can we imagine them saying?

What is in an empathy map?

What are empathy maps good for?

where should I Start?

I want Something reliable

What bran do you like?

I was expecting something different?



Thinks

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

What else am I missing?

Wasting to much time?

May be this is n't the best?

Too many acroyms

What is best for me?

i want to you something awesome



DESINGURAJAN. A
Muthupandi. M
Vendi muthaiyah. V
Rakesh. S
Kalidass. A

Over whelmed

Excited

Anxious

Inadequate

Fear

User who to trust



Does

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

list pros/ cons

More response

Compares Product

asks friends

Observe in store

makes small decisions



Feels

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