

# TASK-11 EMPATHY PROCESS FLOW

Persona



AASHRITHA

**Product:** Modular Desk Organizer With Wireless Charging.

**Pains**

Fears, frustrations, obstacles

- slow wireless charging
- unstable modules
- Lack of Durability

**Gains**

Wants/needs, measure of happiness

- Organized workspace
- Improved productivity
- Compact and portable

SAY

Sticky notes

- The wireless charging is not fast enough to charge multiple devices
- The modules keep shifting when she is using them effectively
- She desires that she could customize it more

THINK

Sticky notes

- If the modules are stable then this would be a perfect organizer
- A fast charging pad would save her working hours efficiency
- The way its functioning is good , but she wish it had more options for personalization

DO

Sticky notes

- Avoiding the usage of the wireless charging feature because of its slow performance
- Uses the extra cables for wired charging, and causes disturbance while organizing
- Spending more time on rearranging the modules frequency

FEEL

Sticky notes

- Frustrated by always shifting modules and slow charging
- Always overwhelmed by the lack of proper cable management
- Appreciating the modular design but somewhere it feels like it's incomplete