

From Clustering Metrics to Empathy Understanding

Casual Browser

Cluster Data		Empathy Insights		Cluster Data		Empathy Insights		Cluster Data		Empathy Insights	
Engagement	25%	Think/Feel:	<i>Overwhelmed</i>	Engagement	90%	Think/Feel:	<i>Efficiency matters</i>	Engagement	65%	Think/Feel:	<i>Community</i>
Frequency	30%	Hear:	<i>Simple is better</i>	Frequency	95%	Hear:	<i>New features</i>	Frequency	70%	Hear:	<i>Viral content</i>
Session Time	15%	See:	<i>Complex interfaces</i>	Session Time	85%	See:	<i>Opportunities</i>	Session Time	50%	See:	<i>Share buttons</i>
Features Used	20% 	Say/Do:	<i>Just browsing</i>	Features Used	95% 	Say/Do:	<i>Suggest features</i>	Features Used	60% 	Say/Do:	<i>Share often</i>
Content Created	5%	Pain:	<i>Complexity</i>	Content Created	80%	Pain:	<i>Limitations</i>	Content Created	75%	Pain:	<i>Isolation</i>
		Gain:	<i>Simplicity</i>			Gain:	<i>Productivity</i>			Gain:	<i>Connections</i>

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