

From Clustering Metrics to Empathy Understanding

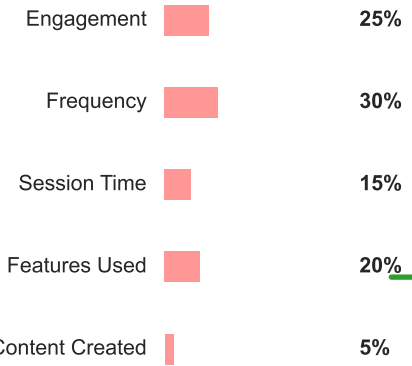
Casual Browser

Power User

Social Sharer

Cluster Data

Empathy Insights



Think/Feel: *Overwhelmed*

Hear: *Simple is better*

See: *Complex interfaces*

Say/Do: *Just browsing*

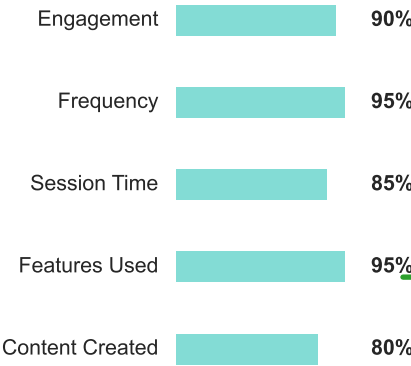
Pain: *Complexity*

Gain: *Simplicity*

Data → Insights → Empathy

Cluster Data

Empathy Insights



Think/Feel: *Efficiency matters*

Hear: *New features*

See: *Opportunities*

Say/Do: *Suggest features*

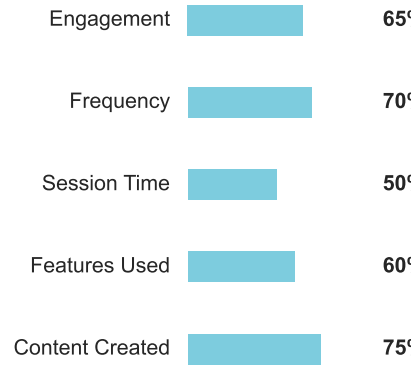
Pain: *Limitations*

Gain: *Productivity*

Data → Insights → Empathy

Cluster Data

Empathy Insights



Think/Feel: *Community*

Hear: *Viral content*

See: *Share buttons*

Say/Do: *Share often*

Pain: *Isolation*

Gain: *Connections*

Data → Insights → Empathy