Empathy Map: Data-Driven User Understanding

THINK
From search queries

- Need efficiency
- Value time-saving
- Compare options
- Research features

FEEL
From sentiment analysis

- Frustrated by complexity
- Excited by automation
- Anxious about learning
- Confident with tools

CLUSTER PROFILE

SAY

- "Too many clicks"
- "Where is that feature?"
- "This saves time"

From support tickets

- "Finally, it works!"

DO

- Use shortcuts
- Skip tutorials
- Share discoveries

From clickstream data

- Customize settings

Each quadrant filled by analyzing different data sources from user clusters