

# EMPATHY MAP

## SAYS

- I need my morning coffee to kickstart my day
- I appreciate when baristas remember my name and order

## DOES

- visits the coffee shop daily or multiple times a week
- checks the menu for new coffee options and seasonal drinks



## THINKS

- I hope the coffee is brewed just right, not too bitter or too weak
- I hope it's not too crowded, so I can relax and enjoy my coffee in peace

## FEELS

- Comfortable and relaxed when inside the coffee shop
- Happy when the coffee tastes perfect and the service is friendly