

## 02.2 EMPATHY MAP

The objective was identifying the relevant customer for who we will develop a solution. In order to approach his problems we started by taking his perspective and describing the context as he sees it.

*Note* While there might be further customers confronted with the problem described in (02.3 Problem Statement), our discussions with Steve Watson from the Museum of London led to the decision focussing on facility managers first. How we imagined the role of the Museum of London facility manager is displayed in the empathy map below.

