# **EMPATHY MAPPING**

## **Thinks:**

* Easy To Use
* Brands they like
* Sizes they want
* How they choose

## **Feels:**

* Nervous
* Excited
* Feeling happy if they like it.

## **Say:**

* Feeling happy for the app
* If they like the app or not
* How can I make it better

## **Does:**

* Compare the competitor apps
* Pricing at reasonable prices
* Maintaining the good quality
* Need to implement better UI