

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

concentration on diet

respect the coach

Cognitive load increased

whether given information is correct or not

only see to compare with previous day Take so much spce and irritate by so many option and menu

Lots of recommendation

No rewards or no chalanges to complete the task



Everytime come on home screen refresh the page

Sometimes check the friends steps and compare

Aftersometime lose motivation to open the app

To many data seen and get confused what she want.

Sometimes I ask other people to show me the right way

Compare steps and other activity with others

worried about is steps is count or not

-irritated - Confused -ignore

Feels

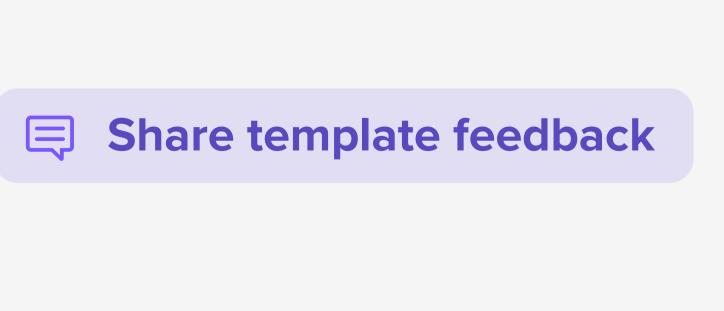
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

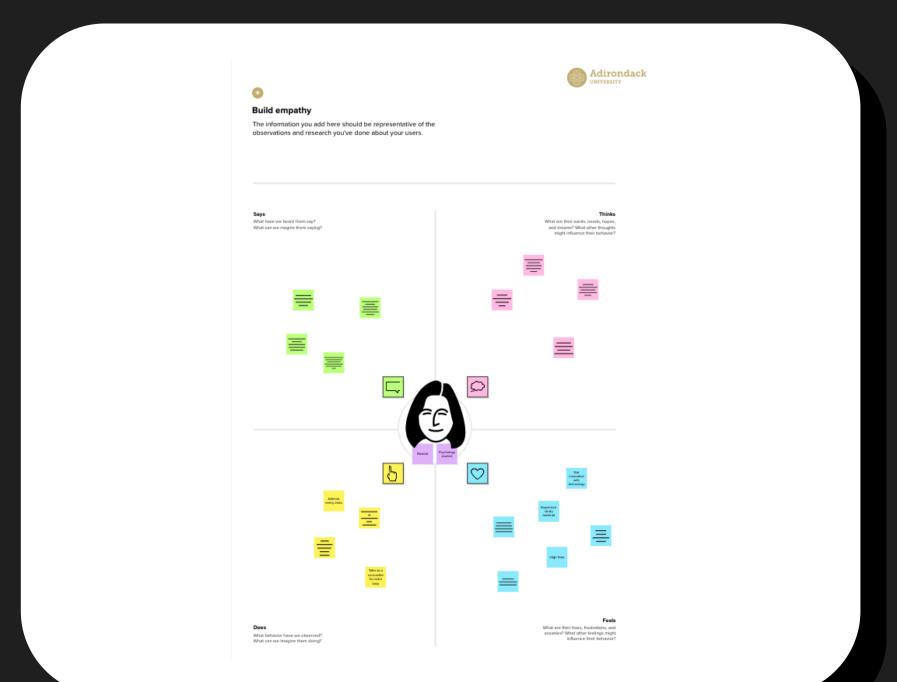
Does

What behavior have we observed?

What can we imagine them

doing?





Need some inspiration? See a finished version of this template to kickstart your work. Open example ->

