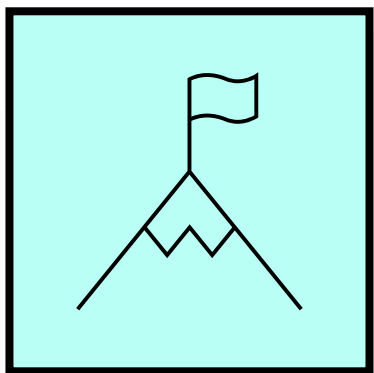


WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?

What do they need to DO?

What decision(s) do they need to make?
How will we know they were successful?

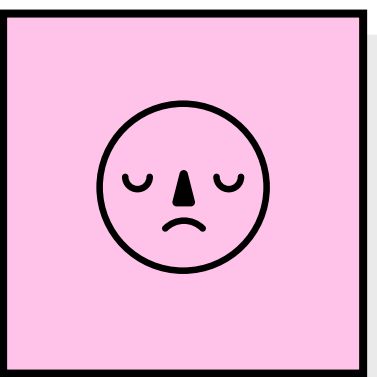


GOAL

What do they THINK and FEEL?

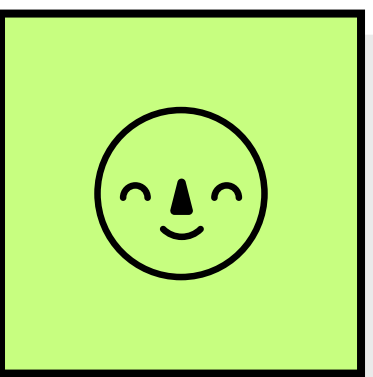
PAINS

What are their fears, frustrations, and anxieties?



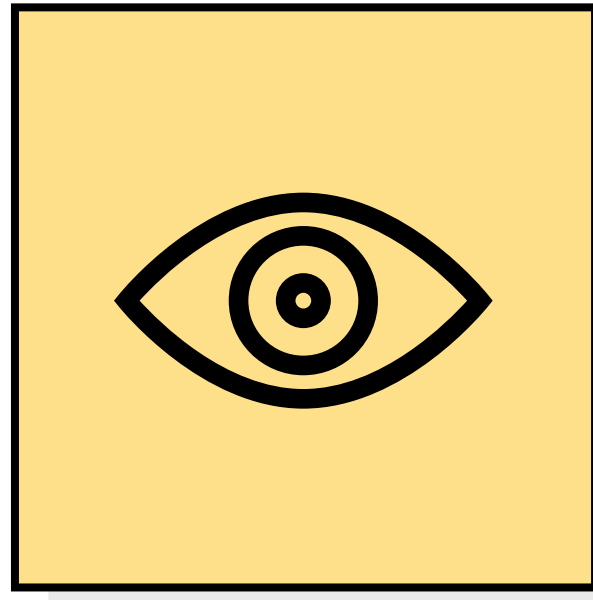
GAINS

What are their wants, needs, hopes, and dreams?



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?

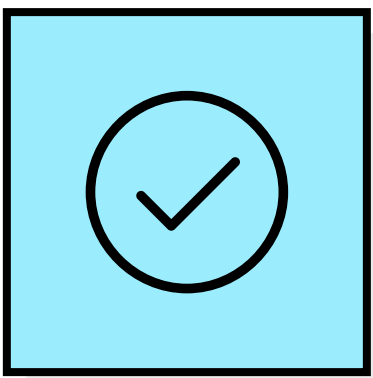


SANTHAKUMAR.P

PRAVEEN HS

PRASHANTH

MONISH



What do they DO?

What do they do today?
What can we imagine them doing?

they need to
raise level
up on their
situation

they need to
make best
decisions which
could be helpful
to complete this
project

Better result
make us
they were
successful

we want to
understand
the user
mindset in this
project

they don't
have a enough
knowledge
about this
project

they had hope
that they were
definitely go
to learn new
things

they
struggled to
do the
process

they expected
that this new
thing result
should be good
result and useful
in future

-----What other thoughts and feelings might influence their behavior?-----

yes,the others
thoughts and
feelings might
influence their
behavior

many people
have the
different mind
about this
project

They
heard,postive
words about
their process

They get
many ideas
and questions
from friends
circle

They start to
listen basic
things about
this project
from today

They and we
were imagine
some thing for
better result in
future