

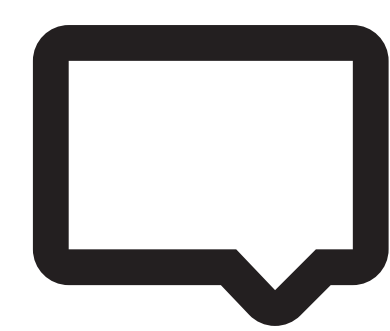
Empathy Map

Dive into the mind of the user for focused product development

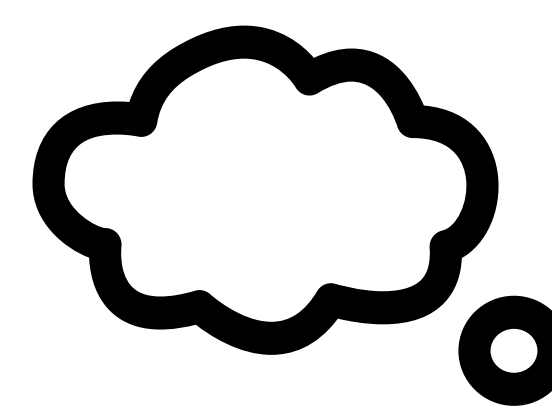
● Build empathy and keep your focus on the user by putting yourself in their shoes.

1.He is becoming obese.
2.He is unknowingly or knowingly,putting himself at risk.
3.He had been ignorant about his food intake.

1.He wants to work on himself for a better tomorrow.
2.He wants to be more aware of his daily intake .
3.He wants to feel healthy.

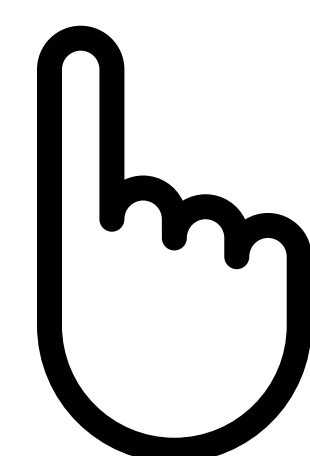


Says

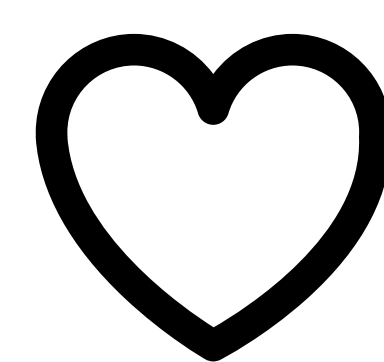


Thinks

Does



Feels



1.He looks afer his daily intake nutritionwise.
2.He practices healthy food habits.
3.He tries to follow a balanced diet.

1.He feels insecure.
2.He fears that his dietary habits might end up causing some dire consequences.
3.He is worried that he might face health issues in the future.

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