



WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

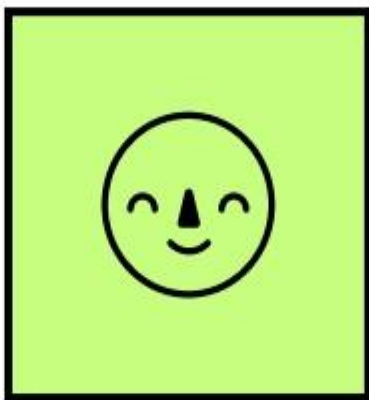
sign up

App
development

What do they **THINK and FEEL?**



PAINS
What are their fears,
frustrations, and anxieties?



Admin Panel

NEWSAPI

Headlines

Short NEWS



What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

update and
delete

Main Admin
can add
Users,
Writers, and
News

login
&logout

view and
search news

manage
login and
database

Add to
favorites

What other thoughts and feelings might influence their behavior?



What do they SAY?
What have we heard them say?
What can we magine them saying?

Read Later

Delete news

Offline
Reading

Informative



What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

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News