



Build empathy

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

Says

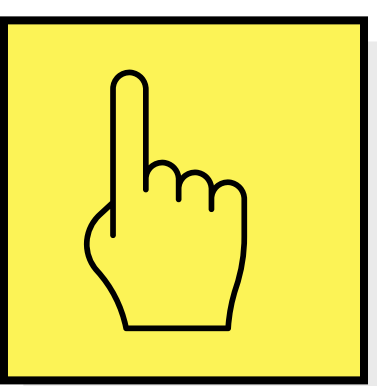
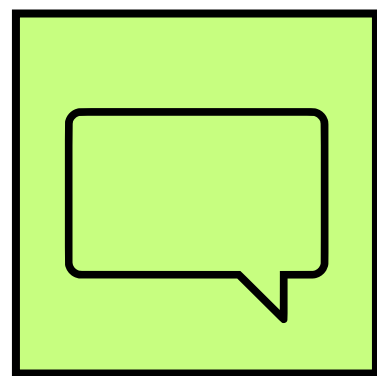
What have we heard them say?  
What can we magine them saying?

Spend a lot of time watching TV

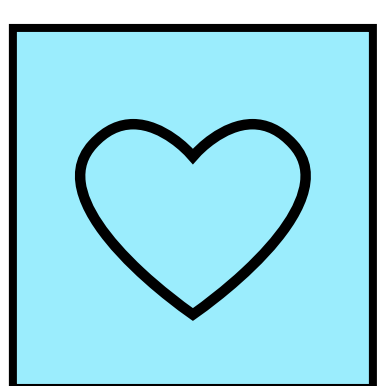
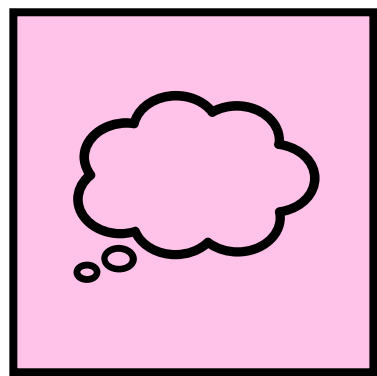
Dislike new Tech products

Always complaining of body ache and loneliness

Complain about family not spending quality time



Old age people



Thinks

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

wish to do chores independently

wishes to be loved and cared

loneliness

Forgetting things easily

Looking weak

Dislike new Tech products

Spend a lot of time watching TV

Always complaining of loneliness

Scared of ailments

Hear friends being retired from jobs

Fear of death as they grow older

News of death of friends and relatives

Does

What behavior have we observed?  
What can we imagine them doing?

Feels

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