

Never over the top

Friendly but brief

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.



*Communicate with humans*

*What is the best option?*

*What is essential to solve problem?*

*What really matters?*

*Ask what the user would like to do*

*Tell them what to do next*

*Give recommendations*

*Give user all the options*

*Give humans tentative diagnosis*

Positive in any situation