



## 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 directly?  
What do we imagine them saying?

There's been a lot of  
talk about  
early detection  
of forest fires

It's really  
important  
to have  
early  
detection  
of forest  
fires

We need to  
be able to  
detect forest  
fires as early  
as possible

Yes

Yes

Emerging Methods for  
Early Detection of  
Forest Fires

Does

Feels

There's been a  
lot of talk  
about  
early detection  
of forest  
fires

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of forest  
fires

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of forest  
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### Does

What have we heard directly?  
What do we imagine them saying?

### Thinks

What are their needs, beliefs, values,  
and dreams? What other things do  
they think about the future of?

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about  
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### Feels

What are their fears, frustrations, and  
anxieties? What are their feelings, moods,  
and how they behave?