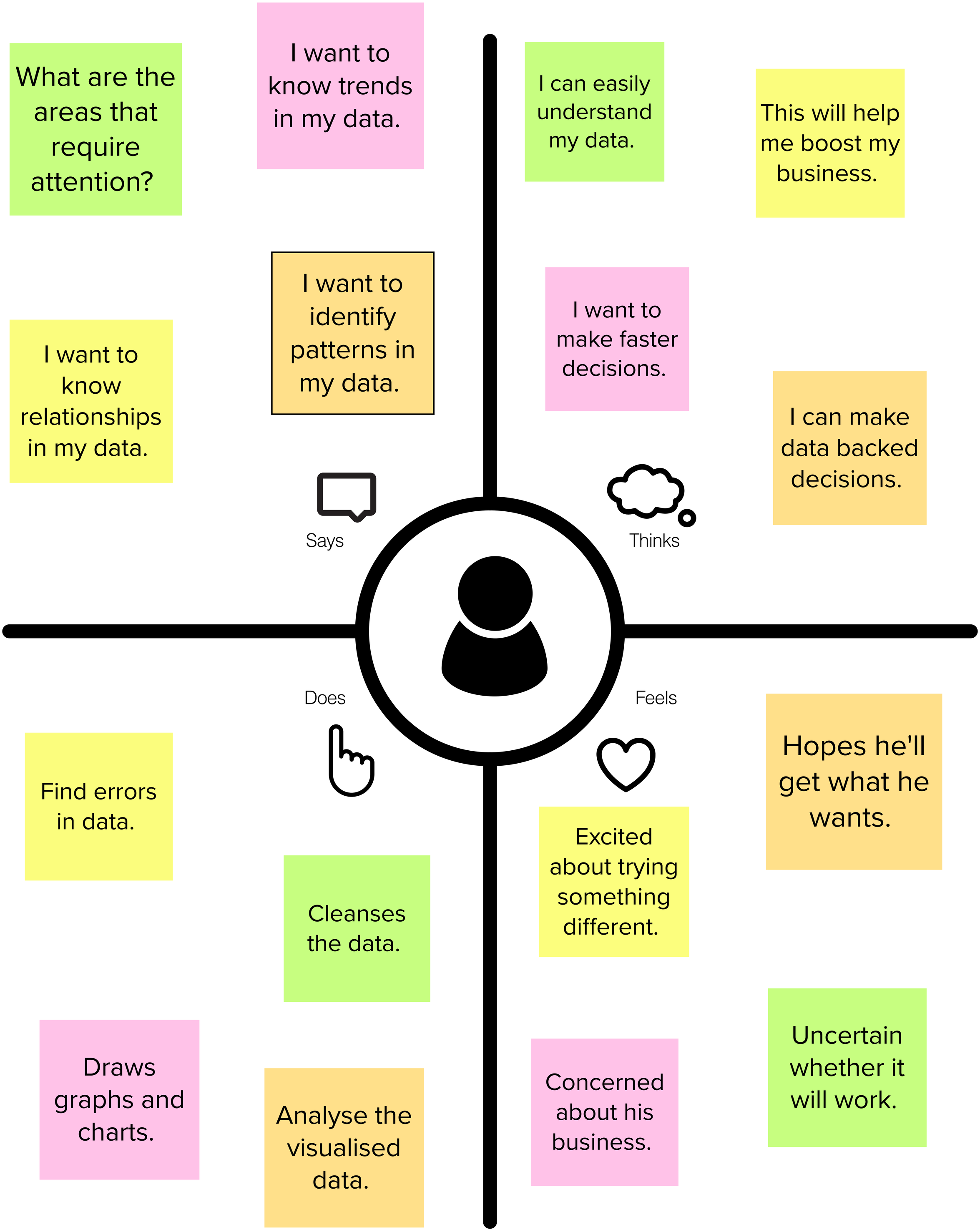
Empathy Map


Says
What are the areas that require attention?
I want to know trends in my data.
I want to know relationships in my data.
I want to identify patterns in my data.
Thinks
I can easily understand my data.
This will help me boost my business.
I want to make faster decisions.
I can make data backed decisions.
Does
Find errors in data.
Cleanses the data.
Draws graphs and charts.
Analyse the visualised data.
Feels
Hopes he'll get what he wants.
Excited about trying something different.
Uncertain whether it will work.
Concerned about his business.