

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.

If, I knew there is not enough rainfall in this year.
I must have used different kind of crops that use less amount of water

Says

If the farmers can predict the rainfall in advance they don't need suffer the huge amount of loss

Does Feels

They have to apply for the funds provided by the government for their losses due to flood or drought

Hopelessness
Fear
Frustration
Heartbroken
Disappointment