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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.

DON'T WANT TO SEE THE TAKE SO MUCH NOT NO REWARDS IRRELEVANT SPACE AND SHOWING INFORMATION OR NO IRRITATE BY SO AND NOT WHAT SHE CHALLENGE MANY OPTION ACCURATE. WANT TO COMPLETE **AND MENU** THE TASK **NOT CORRECT** INFORMATION COGNITIVE ONLY SEE TO PROVIDE I'VE LOAD TO REFRESH COMPARE IRRITATED INCREASED **AGAIN AND** WITH CONFUSED T C C C C AGAIN. **PREVIOUS** IGNORE DAY. Thinks Says PERSON Feels Does **AFTER EVERYTIME** SOMETIME COME TO HOME LOSE SCREENREFRESH MOTIVATION **GET CONFUSED** THE PAGE WHEN SEE THE SOMETIMES TO OPEN THE TOO MANY CHECK THE APP NUMERIC FRIEND'S **VALUE AND** STEPS AND **AFTER** WORRIED **CLOSE THE APP** COMPARE SOMETIME **ABOUT IS** THEY LOSE STEPS IS MOTIVATION **TOO MANY** COUNT OR COMPARE **DATA SEEN** TO OPEN THE NOT AND GET STEPS AND **APP** CONFUSED OTHER WHAT SHE ACTIVITY

WITH OTHERS

WANT